



THE  
**LARKIN**  
**IDEA**  
:NOVEMBER 1917:



# Here Comes Santa, His Sleigh Chock

SOMEWHERE down the road Santa Claus is already on his way and it's none too early, mothers, to see to it that he doesn't reach your home empty-handed. Be sure to add enough Products to the little tots some of your next orders to get these attractive toys.

**"Baby Bessie"**  
**No. T011** GIVEN with a \$2.20 purchase of Products or for \$2.20 in Coupons.

Just the Doll to make any little girl dance with joy. Has lace-



trimmed muslin dress and bonnet. 26 in. long including dress.

**Toy Tinware Set**

**No. Y210** GIVEN with a \$2 purchase of Products or for \$2 in Coupons.

All pieces made of heavy tin, nickel-plated. Just the thing for "play house-keeping."



**"Flossie Fisher"**

**No. F510** GIVEN with a \$2 purchase of Products or for \$2 in Coupons.

A charming little miss in flowered gingham dress and broad-brimmed bonnet. Flossie is 14 in. high.



**"Hans from Holland"**

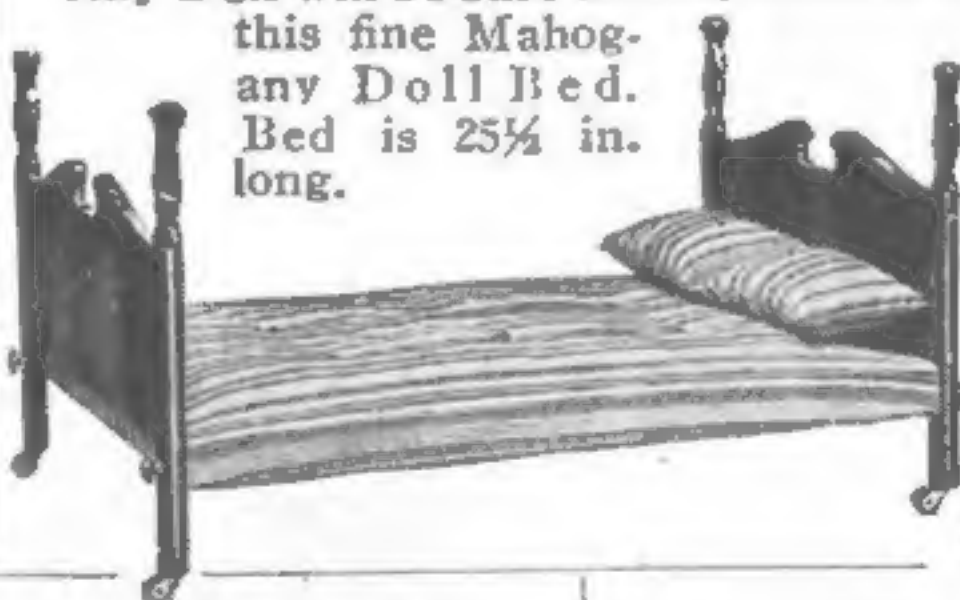
**No. 187010** GIVEN with a \$2 purchase of Products or for \$2 in Coupons.

A cute little Dutch Doll with such an appealing look you just cannot help but love him. 11½ in. high.



**Doll Bed**  
**No. C204** GIVEN with a \$4 purchase of Products or for \$4 in Coupons.

Any Doll will be sure to sleep soundly in this fine Mahogany Doll Bed. Bed is 25½ in. long.



**Toy Kitchen Cabinet**  
**No. 193010**

GIVEN with a \$2.20 purchase of Products or for \$2.20 in Coupons.

All little girls love to "keep house" and this Toy Kitchen Cabinet has delighted hundreds. 15½ in. high.





# Girls and Boys!

## Full of Larkin Toys

**N**O matter what troubles we grown-ups may have, let us resolve to make this Christmas Day one of pure joy for the dear little ones. Now is the time to act—when you send your next Club order.

### Roller Chime No. L009

GIVEN with a \$1.80 purchase of Products or for \$1.80 in Coupons.



Makes a pleasing musical chime when in motion. Keeps the children amused.



### "Structo" Outfit No. 6235

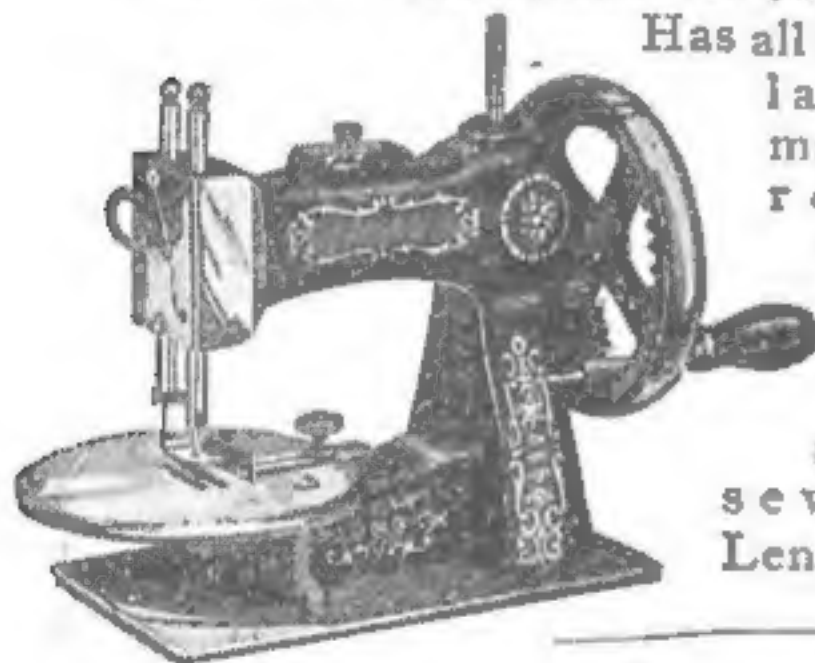
"Structo" No. 4.

GIVEN with a \$9 purchase of Products or for \$9 in Coupons.

The kind every boy wants. Makes 114 models. Has a geared electric motor which will run many of the models.

### Wee Sewing- Machine

No. 344 GIVEN with a \$6 purchase of Products or for \$6 in Coupons.



Has all the parts of a large sewing-machine and real mothers as well as "play mothers" can do simple sewing on it. Length, 8 3/4 in.

### Wonder Blocks

#### No. M510

GIVEN with a \$2 purchase of Products or for \$2 in Coupons.



Called the "Deedle Dum" blocks. There's "Daddy Deedle Dum," "Mamma Deedle Dum" and "Bunny Deedle Dum" and many funny animals besides. Packs of fun for the little ones.

### Sum-How Tumbler

No. 274



GIVEN with a 70-cent purchase of Products or for 70 cents in Coupons.

This funny clown does all kinds of tricks as he revolves on his swing.

### Child's Morris Chair

No. A1220 GIVEN with a \$5 purchase of Products or for \$5 in Coupons.

Solid-Oak. Fumed waxed finish. Adjustable to three positions. 27 in. high.





# Thanksgiving Greetings

By  
*Louella  
Leonard*

October's haze of purple days  
Gives place to chill November,  
Though skies are gray yet comes a day  
When mercies we remember.

Our thanks we yield for harvest field,  
For orchard treasure golden,  
And we rejoice with heart and voice  
Like Plymouth folk of olden.

O 'tis not drear this month of cheer,  
That brings to us Thanksgiving,  
To heart and home rich blessings come,  
To make us glad we're living.

May we recall forefathers all—  
Those men of courage royal,  
And where they led today we tread,  
For can we be less loyal?

In barn and bin we've garnered in  
The meadows' plenteous treasure;  
Glad hearts we lift for each good gift  
Bestowed in bounteous measure.

Though dull the skies O may there rise  
In each heart hope and gladness,  
Thanksgiving hours have wondrous powers  
To banish gloom and sadness.

\* \* \* \* \*

'Mid moments fleet again we greet  
Each loyal Larkin member,  
And to each home O may there come  
The joys of rich November!





# The Larkin Idea

VOL. XIII

NOVEMBER, 1917

No. 9



## The Great Larkin Economy Club Prize Contest

**\$10,000 in Gold Given in Prizes**

Be sure to Read these two Pages brim full of Economy Club  
Contest Hints Which Will Help You in the Great Contest!

**W**HAT an ideal time it is for getting orders in the Great Economy Club Contest! Everybody now is beginning to think of Christmas and Christmas presents, and the Economy Club Secretaries engaged in this Contest can help people spend their money so that it will get them greater value than in any other way. Why not start out the very day you get this copy of The Larkin Idea and take up as big a Christmas order as you possibly can get. Acquaint yourself fully with all the Products which are ideal Christmas gifts. Put a little check mark next to them in your Larkin Catalog, or in one of the Product Books, so you can call to the attention of your Club-members, neighbors and friends, these splendid Products which make such ideal gifts.

Just think of the wealth of Christmas gifts for every member of the family that are to be found among the Jewelry, Stationery, Toilet Articles, Notions, Wearing Apparel and other Products. Just think what the

offer of "\$20 worth of Products for \$10" means at Christmas time in the way of money-saving on Christmas gifts. Jewelry like that offered as Larkin Products is sold in practically all Jewelry stores at Larkin list-prices; thus in an Economy Club, the saving of your Club-members is exactly half. A pretty Pendant for which they would pay \$1.50 in the store they can buy through your Economy Club for 75c. A Bracelet which would cost \$2 in the store can be procured on the Larkin Factory-to-Family Plan for \$1. And there are dozens of other Christmas gifts among our Products on which the saving is nearly or quite as great.

When you have collected a good-sized Christmas order in this way in your neighborhood, start it off and immediately go after another one. In the order immediately following the first big Christmas order, you will probably secure entirely new people, but do not forget to give those represented in the earlier order another opportunity to order gifts which they may have forgotten.

# THE LARKIN IDEA

## Use the Parcel Post for Quick Deliveries

**A**T the conclusion of the month you will probably wish to have your orders delivered by Parcel Post. There is no reason why you cannot get a "Parcel Post" order off every few days for Christmas goods. You can be a regular Santa Claus partner if you are ready to take advantage of this wonderful opportunity.

## You Get Liberal Rewards

**A**LWAYS remember that you get Rewards on Economy Club orders just as you do on Club-of-Ten orders—that \$10 sent us for \$20 worth of Larkin Products, entitles you as Secretary to an extra \$2 worth of Products as your Reward and to an extra \$1 worth of Products as your Present for Cash. This makes \$23 worth of Products for only \$10—just think of it!

## Fill Out the Economy Club Agreement

**H**AVE you filled out and sent in that Economy Club Extra Reward Certificate, which entitles you to an Extra Reward of \$2 in Coupons if you agree to send us \$100 worth of Economy Club business within one year? One of these Certificates was enclosed in the October Larkin Idea and if you haven't filled it out and returned it to us, do so at once.

You will find it very easy to secure the \$100 worth of orders which you agree to send us within one year's time. Indeed, you ought to be able to do so within the very next month or two, by showing people the wonderful advantage of getting their Christmas gifts on the Larkin Factory-to-Family Plan in your Economy Club. If you have mislaid your Extra Reward Certificate, write us and we will send one for you to

fill out. This offer expires Dec. 15th so be sure to make the most of it while you have the opportunity.

## Your Club-members Will Help You

**A**RE you letting your Club-members be all the help to you they possibly can be? Do they realize that you are working for a worthwhile prize or have you failed to tell them of how eager you are to be a victor? Once they understand the Contest in which you are engaged, we are very sure they will give you the names of their friends, neighbors and relatives who will be glad to give you orders in the Contest. Why not suggest to the members that you would be glad to have them name at least five people who would probably give you orders?

## Economy Club Secretaries Enthusiasts

**O**N this page we show the picture of Mrs. Shook, Grand Rapids, Mich., who was one of the first Secretaries to send us her Economy Club order in the Contest, and we take pleasure in quoting from a letter in which she wrote us about the Contest. The enthusiasm which Mrs. Shook displays is characteristic of all

the Larkin Club Secretaries who are discovering just what a marvelous Club the Economy Club can be and how many people in their town they can serve through their Club.

You probably know of many women who were a little uncertain about joining a regular Larkin Club-of-Ten, but who would be very willing to give you Economy Club orders from time to time, for just such goods as they need in such amounts as they wish to buy. Starting them this way, you are making many new Larkin customers who are learning to appreciate the Larkin Plan by its actual use. These people often start by buying 25c or 50c worth of Larkin



Mrs. J. L. Shook.



## THE LARKIN IDEA

Products at a time, but eventually they are the very ones who buy \$1 or \$2 worth when rightly handled.

Mrs. Shook in her letter says:

"I am perfectly delighted with the way my new Economy Club has started off. In two days' time I have collected over \$30 worth of orders and still coming in. I don't even have to go after some of them, housewives are anxious to get in on so good a chance. I will send the first order, Saturday, the 15th."

Another interesting letter comes to us from Mrs. Oldhouser of York, Pa. In her letter this energetic Larkin Club Secretary writes:

"Economy Club takes better than anything I have offered yet and if nothing stands in my way I expect to have many members."

These letters indicate the spirit with which thousands of Larkin Club Secretaries are taking hold of this Contest so rich with worthwhile prizes for Secretaries who are willing to make the effort to earn them.

### Win a Big Bag of Sugar!

**R**EMEMBER that the special monthly prize in the Economy Club Contest during November is a 25-lb. bag of sugar for the 12 Club Secretaries in each district who gain the largest number of credits during the month. In addition to this there will be a nice little credit of 1,000 Credits tacked on to the names, not only of these Secretaries, but of the 24 next in order in these districts. These 24 other Secretaries will be remembered with Souvenir Spoons.

Worthwhile going out and getting, is it not in these times of high prices? Be sure to win a prize in "Sugar Reward Month!" And make up your mind, that you are going to win the Grand Prize of \$500 in Gold which goes to the prize-winner gaining the largest number of Credits in the Great Contest.



"This is the first time for America to correct her unpardonable fault of wastefulness and extravagance. Let every man and every woman assume the duty of careful, provident use and expenditure as a public duty, as a dictate of patriotism which no one can now expect ever to be excused or forgiven for ignoring."

## How to Get

*Boraxine for 5c <sup>per</sup> pkg!*

*Sweet Home Soap for 4c <sup>per bar</sup>*

**J**UST think of getting Laundry Soap for only 4c per bar or a high-class soap powder like Boraxine for only 5c! You can do it and so can your Club-members. You can also make hundreds of other savings equally remarkable.

### Take Your Premium-value in Products

When a Club-member's turn arrives to get the Premium, all she has to do is to take it in the form of an extra \$10 worth of Products. This gives her \$20 worth of Products for \$10, thus cutting the prices of our Products right in half. Right in half—just think of that! Where else in this country can you obtain such money-saving prices!

### Don't Miss This Big Economy

Every member of your Club should know about it and take advantage of it. Show them, too, how a \$1 Excess Order will bring each of them \$2 worth of Products. They'll be glad enough to make these extra-ordinary savings. And each Excess Order will increase your Rewards!

Why not see some of your friends and neighbors immediately and start an extra Club in which the members all buy \$2 worth of Products for \$1 each month. You will find lots of people who will be glad to save money in this way, and *you* will earn additional Rewards.

# Have Them Sent by Parcel Post!

Means Quick Economical Deliveries Right  
to Your Door

**H**UNDREDS of Larkin Products and Premiums are so light in weight that you can have them delivered to you very economically by Parcel Post. You know what this means—quick, convenient deliveries right to your own door if you are on a carrier route, or to the nearest Post-Office if you are not.

Just think what a big help this will be to you in your Christmas shopping. You can select a fine assortment of Christmasy Products, sufficiently light in weight to be economically mailed, and with them you can also get as your Premium some particularly choice Premium-gifts that are also light in weight.

In each offer you will find the mailing weight stated so that all you have to do is to add the mailing weights together and then ask your Postmaster how much to send us for postage. You will be really surprised at how much you can have sent for a small amount of postage. And you will have the satisfaction of knowing that your order will be delivered to you with Post-Office speed, at a time when other delivery systems are always overburdened with the usual Christmas rush.

It would pay you and every member of your Club to send a special Christmas Parcel Post Order sometime in November or early in December. In fact, there is no reason why your very next Club order should not be entirely Parcel Post. Each member can easily select \$2 or \$3 worth of light-weight Products suitable for Christmas.

The member whose turn it is to get

the Premium can let that come in the usual way by freight or she too can take advantage of quick delivery by Parcel Post by choosing a light-weight mailable Premium. She would have a wide range for choice, too. All of our furs and clothing can be mailed very economically. Indeed, we offer most of them "mailed, post-paid," which means that we ourselves pay the postage on them. Linens, dress-goods, blankets, curtains, silverware, jewelry and a number of our toys can also be sent economically by Parcel Post.

What a satisfaction it will be to all of you to have your gifts right in the house in plenty of time for Christmas! Suggest this to your Club-members and arrange to have your next Club order a Parcel Post order. And by all means send a little extra order of your own for Christmasy articles sufficiently light in weight to be economically delivered by Parcel Post.



A store patron these days does not receive increased value because of the increase in prices. Not so with a Larkin customer. If a Larkin price has to be increased it also gives her added Coupons and, in the case of the Secretary, brings her larger Rewards. Buying on the Larkin Plan insures a saving the store cannot give.



Win an Economy Club Contest prize and with the money buy your family's Christmas gifts.



This daily messenger of Uncle Sam brings the Larkin package right to your door.



# THE LARKIN IDEA

## Today's Prosperity Will Help the Secretary

**B**EFORE war was declared most every one had a very hazy notion of what would happen in this country. Now that we have been in a state of war for several months everybody realizes that so far as business is concerned "things are humming." Giant factories are springing up almost over-night to take care of the war's demands. Old-established industries are working over-time. Labor is everywhere in demand, people are well-paid and prosperous.

Not only is this the condition today, but we know that it will be the condition for some time to come. Everyone realizes that industrially this country has entered a period of unusual prosperity.

This healthy condition of affairs means a lot to the person who is running a Larkin Club. She knows that she can now ask people to join her Club without having anyone feel that conditions are too uncertain to go into a Club. She knows that people have a steady income today, and that they will continue to have a steady income for a long time to come. In addition to all this, she knows, that the present high prices of "almost everything" are making people anxious to deal where they get the most for their money—that the extra value they obtain by Larkin Factory-to-Family Dealing is therefore more welcome than ever.

In short, conditions are just ideal for running Clubs. It is sometimes necessary for Secretaries to point out this condition or that condition to the member, but once the member realizes how ideally the Larkin Club meets present-day conditions she is glad enough to belong.

So right now when everyone is "up and doing" talk a bit to your members about the excellent condition of things and the great savings made possible by Larkin Dealing, so that they will resolve to stay in your Club as long as you want to run it. And go out after an extra Club, too. November is an ideal month to do

this and you can surely find ten more people who would like to save money!



## A Timely Phrase

By

*Daisy N. Reed*

Just now in these strenuous days of high prices, when we are all casting about for ways and means of economizing in regard to even the necessities of life, The Larkin Plan as followed by thousands is the best answer to the ever harrassing problem.

The gist of the Larkin Plan seems to be expressed in these words; "Conserve The Family Resources."



## When the Wintry Winds Blow



## Use Larkin Witch Hazel Cream

*An Exquisite Vanishing Cream*

*Use it before going out into the cold, to prevent chapping and roughening of the skin.*

Per  
4-oz. jar, 25c

*Including Premium-value.*



# Solving the Christmas Puzzle

## The Story of How One Woman Did It

By Daisy N. Reed

MRS. BEDELL'S cozy home was furnished with nearly everything that a housekeeper of twenty years' experience can need or want.

Many of these articles were Larkin Premiums, for Mrs. Bedell had been a faithful Larkin customer from the day she began housekeeping.

One day in June, this thought came to her: "I ought to do more for my relatives and friends now that our home is paid for, and we have plenty of everything in it. I have lived too selfishly, I fear. What can I do to atone?"

In an instant Thought flashed back, "Give more and better things for Christmas gifts. Spend more time and thought in selecting them. Be more original."

"How?"

"Use the next four or five months in studying the *real wants* and *desires* of those whom you remember at holiday time. It will be a fascinating game, and it will pay you," responded Thought.

Mrs. Bedell's conscience hurt a little as she remembered the various articles, (some of them, makeshifts, too) that she usually conjured together from odds and ends, scraps, partially-worn articles, etc.

"But they were all appreciated," she justified herself, "and everyone knew we were paying for our home, and could not afford to spend much money on presents."

But the Thought would not leave her and she began to seriously wonder what she could do.

Her Larkin Catalog lay near and she idly turned its pages. Her glance fell on "Hot-Water Bottle No. A1510."

"Why, Grandma has want-

ed a hot-water bottle for a year," she said aloud. "Let me see how many Coupons I have."

Saving Larkin Coupons had long been a habit with Mrs. Bedell, who now found herself the happy possessor of \$20 worth.

"How glad I am I've not used them yet for myself," she thought, and the fascinating game began that day and continued until November 1st.

Opportunities unlimited for learning what her dear ones wished, came through all those happy weeks, and the number of Coupons, too, increased, as supplies were purchased.

With a few alterations the list, on November 1st, read as follows:

Grandma—Hot-Water Bottle, No. A1510.

Grandpa—Umbrella, No. C010.

Mother—Two Dutch Curtain Sets, No. 216010.

Father—Arm Chair, No. K020.

Married Sister—Plateau Mirror, No. N210.

Sister's Husband—Electric Hand-Lantern, No. D009.

Brother—(in college) Japanese Club-Bag, A910.

Sister—(at home) Gold-Plated Clock, No. J112A.

Husband—Watch Fob, No. 98020.

Little Son—Boy's Chest of Tools, No. P010.

Little Daughter—Toy Kitchen Cabinet, No. 193010.

Married Friend—(in city), Dim-a-Lite No. 244010.

Married Friend—(on farm) Croquet Set, No. 234010.

Friend's Baby—Porch Gate, No. T010.

Bachelor Friend of the family—Star "Cru-Steel" Safety-Razor with 24 Blades, No. 84010.

As Mrs. Bedell carefully wrote out her order early in November she told her sister who was in the secret:

"I never before knew the real joy there is in selecting Christmas gifts, for I put so little thought into the work. This year I have really studied it and great is



Mrs. Herman  
Anderson,  
Larkin Sec'y,  
Forreston, Ill.



# THE LARKIN IDEA

my reward in happiness. I have selected gifts amounting to \$34.30 in Coupons, or in cash, \$17.15. This represents presents for the fourteen people I always remember—an average of over one dollar in cash for each. That is an amount I never could have expended before I started to save Larkin Coupons. Why, May, there is no limit to the pleasant ways you follow when you once become acquainted with the Larkin Plan. To think that my usually hopeless Christmas puzzle has become untangled like this! It's too good to keep secret — after Christmas," she laughed.



## Christmas Gifts for the Soldier Boys at the Front

By  
*Mrs. Mary C. Hodge*

**T**HOUSANDS, and probably tens of thousands, of Christmas packages will be sent to soldier boys at the front this year, and they should be started at once to avoid the expected rush.

Some people are in doubt as to what is best to send the soldiers. We must bear in mind that they have no bureau drawers or mantel shelves to keep things in, or on, and they cannot be burdened with any unnecessary bulk or weight.

First be sure to put in the package a goodly box of home-made candy. That will surely please him.

Next, if he has none already, send him a Larkin Wrist Watch No. D050. He will be able to see the time without going to any bother. A Larkin

Leedam Compass may prove welcome and a Larkin Flash Light, or a Larkin Fountain Pen, takes up but little space and can be of great use to him.

One of the most acceptable gifts will be a group of pictures of the home and home-folks, and neighbors and friends. These you can easily take with your Larkin Camera. Don't forget to take some of the family pets.

Larkin Shaving Soap or Shaving Cream, Witch Hazel Cream, Tooth Paste, Safety Razors and Blades, and Tooth Brush are always acceptable to the soldier boy and are easy to send. In fact, most anything which expresses love and remembrance he will like and be most glad to get. All the articles mentioned above can be mailed to him by Parcel Post.

Let's make the Christmas of the soldier boys a happy one.



## Unexpected Prosperity in England

Lord Northcliffe, head of the British War Mission to the United States, makes this comment on the conditions produced in England by the war:

"The most unexpected development of the war was the sudden prosperity of the working class. Everyone thought that the poor would be very hard hit, and a 'Prince of Wales' fund of a million pounds was raised to help them out. It was not needed. The poor have had high wages, steady employment, and prosperity. As a result, they have been buying pianos, expensive furs, and other luxury goods."

The war will make good times in this country.



Alfred Hutchins and his playmate delivering Larkin Products. Son of Mrs. Charles Hutchins, Kalamazoo, Mich.



## Will Santa Remember?

Being a man, he may forget that there is no more welcome Xmas gift for a woman than a pretty Corset-Cover or Petticoat.

### Corset-Cover No. H610

GIVEN with a \$2 purchase of Products or for \$2 in Coupons.

A very dainty Camisole of alternating rows, back and front, of guaranteed wash satin ribbon and Val lace. Offered in a choice of Flesh or White.

Sizes: 36-, 38-, 40- and 44-in. bust-measure.



### Silk Taffeta Petticoat

No. 835 GIVEN with a \$10 purchase of Products or for \$10 in Coupons.

A beautiful soft-finished Silk Taffeta Petticoat. Knife-plaited underlay and three cordings. Adjustable waist-band. Choice of Black, changeable Blue-and-Green, or changeable Cerise-and-Green. Lengths, 36, 40, 44 in.

## Thanksgiving Table Linen

By

Lucy B. Steele

WHEREVER there is a thrifty housewife there will you find a well stocked linen drawer and a neatly set dining-table. This year the price of linen has risen until it is almost prohibitive to people of limited means, and in looking about for the best possible substitute Larkin Co. decided upon "Irisheen," a very beautiful fabric made of finest Egyptian yarn and woven upon the same looms upon which our finest linen damask is woven.

Years ago there was a very excusable prejudice against cotton table-cloths, and there was a reasonable ground for this prejudice. The cotton table-cloths of a few years ago were made of an inferior cotton and poorly woven.

If you will notice the effect of washing different mercerized goods you will observe a decided difference. There is mercerized cotton and mercerized cotton.

The Irisheen is mercerized in such a way that the gloss is permanent. It is attractive as long as it lasts.

If a little stiffness is desired, put a very little starch in the last rinsing water, but this is not really necessary.

Do not use old linen table-cloths after they are too worn for use, just because you are waiting for the price of linen to get within reach. Your waiting period may be rather lengthy and your linen worn to a frazzle. Irisheen, we are confident, will please you both with its appearance and its wear.



## Christmas is Coming

Next month it will be here just as sure as anything, the great Christmas holiday we love so well. Let's all make up our minds to finish our shopping right away, then it will be all over with and there will be no apprehensions. All our gifts will be snugly tucked away in our homes, and there will be nothing but the joy and gladness to look forward to.

Don't, however, forget the Parcel Post. It will carry light-weight



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Products and Premiums at a nominal cost, besides giving more rapid service than freight shipments. The Parcel Post is a good friend to remember. Every offer in the Larkin Catalog states the weight of that article and your Postmaster will tell you how much to send us for postage.

Whatever we do, however, let's do our Christmas shopping early—and that means right away.



Our  
Christmas Gift  
to  
Aunt Huldah  
By  
Arline Mather

AUNT Huldah was one of those dear, old fashioned ladies who is always doing for somebody and never thinking

of herself. Invariably she would receive lots of goodies among her Christmas gifts, and as invariably would bestow them among her shut-in friends, and oh, how they all loved her for it! When her friends would remonstrate with her she would tell them that her great happiness at Christmas time was to have people give to her what she could use in making others happy.

Last year we held a family council to decide what to give her that she herself could enjoy. All sorts of things were suggested until finally Ruth had an inspiration.

"Let's give her Larkin Coupons to buy what she likes, providing she gets something to use for herself."

"Just the thing," assented mother.

"Fine idea," came from Dad.

"Bully," was Harold's exclamation, while more sedate sister Nancy said she thought it a capital idea.

"I'll get six dollars' worth of Products for the house," came from Dad-die, who was well acquainted with the Larkin Plan.

"I can get four dollars' worth of Products to use as Christmas gifts," offered Mother.

"I think I can use four dollars' worth too," was Ruth's comment.

## Attractive Christmas Packages

MAKE your Christmas packages more attractive by using these pretty tags, labels, stamps and seals.

Pretty pictures of Santa Claus, Christmas bells, Christmas trees, etc., in beautiful, bright Christmas colors. They will add an artistic touch to your packages and make them seem more Christmas-like.

There's a plentiful variety of designs in various colors. The stamps, seals and labels are gummed on the back. The tags have perforations for strings or ribbons. There are pretty cards, a Christmas letter and a Christmas booklet, too:—124 pieces in all. *No where else can you obtain a similar assortment at so low a price.*

Add this attractive Christmas collection to your next order so you will have it in time to fix up your Christmas gifts.

## Christmas Utility Collection

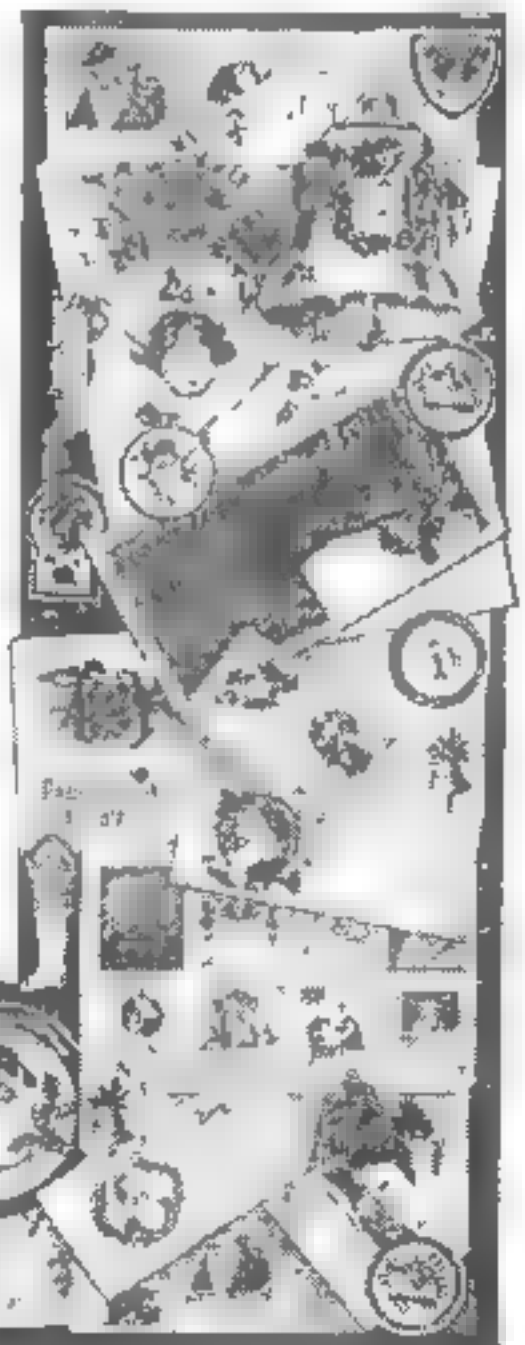
Price, 30c

Including  
Premium-value

Collection contains:

16 large stamps,  
32 small stamps,  
6 labels,  
5 small cards,  
1 medium card,  
5 small tags,  
1 medium tag,  
1 large tag,  
50 small seals,  
2 extra-large seals,  
1 Christmas booklet,  
1 Christmas letter,  
3 post-cards.

These are assorted designs, a few of which are shown in the illustration.





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"I cannot buy much myself, but I can surely sell four dollars' worth," ventured Harold, and I agreed to do the same.

Wee brother Paul thought he could sell two dollars' worth to help along the good cause.

Well, we all made good and had the Coupons by Thanksgiving Day.

## Child's Set of Community Silver

Yes, this is the same beautiful rich Community Service Plate as the larger pieces

which have proved so popular with the grown-ups.

### A Fine Xmas Gift

It would be hard to find a more useful and enduring gift. Each piece is heavily plated with pure silver, and we guarantee this set for ten years of ordinary use.

The whole set, 7½-in. Knife, 6-in. Fork and 5½-in. Spoon, comes in a fine cloth-lined box.

### Child's Knife-Fork-and-Spoon Set

**No. 6H75** GIVEN with a \$2 purchase of Products or for \$2 in Coupons.

Make your little one happy with this fine Christmas gift.

We gave Mother the Present for Cash, and just before Aunt Huldah left us Thanksgiving evening, Ruth presented the Coupons.

"This is to buy your Christmas gift with from us all, dear," she said, "only you must promise to use it for something for your own self. We give it to you now so you may have plenty of time to decide and receive your selection by Christmas."

Of course she said we ought not to do it and lots of that sort of thing, but she certainly was pleased and promised to get something that she herself wanted very much indeed.

"And I think I can tell now what it will be," was her parting salute as she left us.

We did lots of guessing in the weeks before Christmas, but when we asked her about it she would laughingly put us off.

Just before the wonderful day we all received an invitation to breakfast with Auntie; something very unusual, but as she only lived a couple blocks away, Mother said we had better accept, and we were all dying to see her gift.

When we arrived, however, we saw no signs of it, but just as we were to sit down to the table it suddenly burst upon us all what it was, and weren't we surprised and pleased! Harold was so tickled he grabbed Auntie around the waist and tried to do the Highland Fling with her.

When she could breathe she said, "You see, I got the fixings, and Oh, I am so pleased, and so will my old ladies be. I call it my Larkin 538."

Now we have a new \$10 Coupon ready for the person who sends the Editor of The Larkin Idea, Buffalo, N. Y., the correct answer with the best article upon "Why I would like that Premium myself."



## She Makes Her Club Pay

Mrs. Ira Moses, Iola, Kan., writes:

"I wonder if your other Secretaries would not like to know that I will have earned \$42.65 in running my Club-of-Ten, at the end of ten



# THE LARKIN IDEA

months. I have sent in as many extra orders as possible, and have used as many things each month as I could, and I feel that I have been repaid for my work, and had as good or better goods than I can buy elsewhere.

"I have four more Club orders to send, and I have promises from my Club-members to send from 50c to \$1 extra for the next four months. So you see I shall have a very profitable season."



## The Bright Things of Life

**I**N an interesting story that appeared recently, the author said something about cameras which was so entirely new that we know you would like to hear it. He said that the great beauty of the camera is that it portrays only the pleasant things in life—the little scenes that are full of brightness and cheerfulness and light.

"You simply can't take gloomy and dismal scenes with your camera," he said, "because the camera won't reproduce them—at least, it won't reproduce them well, and nobody wants to take poor pictures."

Hence the more you use your camera the more bright, attractive, cheerful scenes can you look back on—happy family groups, the children scampering about in the bright, healthy sun-light, pleasant scenes from your porch, beautiful views around your home or on memorable journeys you have taken—all of them the very things you want to look back upon when time has changed them or removed them permanently from your view.

How can one go through life without a camera! There always comes a time when we want to make those happy scenes of by-gone days live again, to bring back the faces of our children just as they looked when they were young, to look again at the home where we once spent so many happy days. Get yourself a camera and use it. Handle it reverently because it can do what the human mind cannot do—preserve the bright scenes of the past just as they appeared.

## Mostly Metaphorical

Soft soap, it is said, was once used as money, and judging from its effectiveness, we aren't sure but it ought to be yet

*Buffalo, (N. Y.) Times.*

## Warm and Happy

You can make your little girl both warm and happy on Xmas Day with this handsome Coney Scarf and Muff.



Mailed,  
postpaid.

## Natural-Gray Coney Scarf

**No. T220** GIVEN with a \$4 purchase of Products or for \$4 in Coupons.

Made in the popular animal-effect. Length, 36 in.

## Natural-Gray Coney Muff

**No. A335** GIVEN with a \$7 purchase of Products or for \$7 in Coupons.

Barrel Muff of the very latest pattern. Satin lined. Length, 11 in.



## A Christmas Never to be Forgotten

### A Story of the Great Nation-Wide \$10,000 Economy Club Contest

CHRISTMAS DAY had come at last. The Christmas of all Christmases, which Mrs. Brewster had awaited with eager anticipation. If there had been any lingering doubt in her mind that this was Christmas Day, that doubt would have been dispelled by the joyous shouts of the children, the first sounds which greeted her in the morning.

"Merry Christmas, mother, Merry Christmas!" they had called, and even before she had realized that this was the long-awaited day, the little people had burst into the room to fairly smother her with Christmas greetings. And then, as in all happy homes where there are little people, lights had to be lit so that Christmas stockings which had been hung the night before might be examined and for the next few hours there had been nothing but the joyous shouts and exclamations of glee which had greeted each new gift as it had been discovered.

Breakfast had passed as a mere incident as all Christmas morning breakfasts are.

And now the house was quiet! Arthur had tramped off with his bright, shining new Christmas skates thrown across his shoulder, and Helen had proudly taken her new dolly to show grandma, and little Bobbie had trudged off toward the hill pulling his marvelous new Sled behind him.

As the door closed behind the last child, Mrs. Brewster smiled as she glanced at the three plates with food scarcely touched. And then she laughingly remarked to

her husband, "No time for such trivial matters as food this morning. How happy they all are!"

HE looked across at her husband who smiled his pleasure in turn. "Yes," he replied, "Christmas is for the children, and at least we can say that we have done our part toward giving the children a happy Christmas this year even though it has seemed a harder year to meet expenses than any year that I have ever known! Wouldn't it be a wonderful thing if we too might have a genuine Christmas surprise."

Just then the sound of the postman's whistle was heard down the street. Mrs. Brewster arose from the dining table and crossed the room to the window. Only thus could she conceal the eagerness in her face, the hope and anticipation in her eyes. Ever since Larkin Co. had announced the great \$10,000-in-Gold Economy Contest, she had set her heart on the prize of prizes, the \$500 which was to be awarded to the prize-winner of prize-winners—the Club Secretary who led all the other winning Club Secretaries in the 19 districts in which the Contest was divided.

THIS cherished hope she had never expressed to anyone in the home. Indeed, the \$500 prize was something which even her husband knew nothing about! And how earnestly and energetically she had labored to acquire that prize so worth the effort and labor it cost!

"A glorious prize like that one is not won by mere wishing,"



she had said to herself each morning as she started out to gather in the orders for Larkin Products and Premiums, "and I must leave no stone unturned and no obstacle unsurmounted to secure every dollar's worth of business I can get."

And so it had been with a realization that she had given every ounce of endeavor that she could give, that she had mailed the last order so that it might reach the great Larkin Factories on December 15th when the Contest closed.

**W**HY did the postman take so long? On ordinary mornings, it only took five minutes to come from the Brown's to the Brewster's. If it was five minutes today, they were the longest five minutes in the world. There he was coming down the street now. Would he turn in at the gate or would he pass the house without leaving the letter which was the response to all her hopes and longings?

Twenty-five feet more and he would be in front of the house. Mrs. Brewster turned from the window. She could not watch to see what was going to happen.

Just as she reached her husband's side, there came, as she later expressed it, "the thrilling-est whistle" at the door that the postman had ever sounded, and the step on the porch seemed stronger and heavier than ever before. She rushed to the door and threw it wide open.

"A Merry Christmas," said the man in blue, "and here's a Christmas letter for you, Mrs. Brewster."

**"A** MERRY Christmas to you, Mr. Gray. You have brought me a letter from Larkin and Oh! I hope it is the letter I am waiting for."

But it was not until she returned to the table that she

opened the envelope. She had to wait just one minute to prepare herself for disappointment. There were thousands of women in the Contest and she had to realize that the prizes would go to those who most deserved them. The Contest, as she knew, had been one of skill and one in which the most earnest endeavor must secure the reward.

**S**LOWLY and deliberately she took up a knife and slit the envelope. Slowly and deliberately she took out the letter and unfolded it. Out of it fell two slips of paper—two slips that brought first a clutch at her heart and then a flood of joyous tears to her eyes. One lay face up on the plate before her, the other face down. The one which had fallen so as to plainly tell its glad tidings at first glance was a check for \$100,—the check which told her that in her district she had been the proud victor.

Eagerly then she turned the second one over. The check of checks—the check which proclaimed her the victor of victors, the one which crowned her as the most successful in the whole Nation-Wide \$10,000-in-Gold Contest. There it lay—her check for \$500!

Gone was the recollection of the effort and toil which she had expended to gain this wonderful prize. Truly the fruits of victory were sweet.

"What's the news, my dear?" said Mr. Brewster, laying down the newspaper at which he had been glancing. "Good news, I hope!"

**"G**OOD news—it is the best of news. Would you like to hear the letter I got this morning?" said Mrs. Brewster, looking up from the open letter before her which she was now eagerly reading.

And then she read to him, the

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warm-hearted cordial letter of congratulations from the President of Larkin Co.—a letter full of well-deserved praise for the honor which she had won, full of wishes that the prize would bring a great flood of Christmas happiness to her home.

Almost in incredulity, next in amazement, then in pride, Mr. Brewster listened to the words of the letter as they poured forth the congratulations on this Larkin Secretary of Secretaries for her splendid achievement. "I hardly know what to say," he said as she concluded its reading. "I only know that I am tremendously proud of you and that I hardly feel as though I were worthy the honor of having as my wife the woman who has proved herself the best Secretary among 10,000 women. Somehow I don't deserve you!"

"**J**OHN BREWSTER—what do you mean by talking about deserts? Haven't I been waiting for years and years to get you the Christmas gift, I am now able to give, and isn't that just exactly what this Christmas means to me? That is why I put forth every effort to win. It is yours, dear, my Christmas gift to you!"

"Let's say it's ours," said he, "and let's plan together the very wisest use of it for ourselves and the children as well. It is a genuine Christmas surprise—the greatest, happiest Christmas surprise I have ever had!"



## Ask For All the Catalogs You Need

We are always glad to send you all the Catalogs you can put to profitable use, if you will request them on the Larkin Order Blank. If any of your Club-members need a Fall-and-Winter Catalog be sure to request them with your very next order. Or if you want a Catalog for someone you are inviting to join your Club, be sure to request one.



Boraxine is now 10 cents a package.

## A Christmas Product Assortment For Our Soldier Boys

**D**O you want to send a really practical gift to one of our soldier boys this Christmas?

We have made up a special assortment of Larkin Products especially suited to the use of the boys while at camp.

Following is a list of the Products it contains:

2 cakes World's Work Soap.....	15c
1 special Shaving Stick in metal box	25c
1 Styptic Pencil .....	5c
1 tube Tooth Paste .....	25c
1 Dentoid Tooth Brush .....	30c
1 box Foot Powder .....	15c
1 Soldier's Money Belt No. 3 .....	60c
3 Men's Handkerchiefs, No. 1.....	50c

The Catalog-prices of these Products add to just \$2.25. All these Products, except Soldier's Money Belt, are described in the Larkin Catalog.

Soldiers' Money Belt is a brand-new Product. For carrying money, letters, important papers, photographs, etc. It is made of Khaki, lined with waterproof material and contains five compartments.

We will gladly address and ship one of these assortments to any camp requested on receipt of \$2.25 and postage. The cost of Parcel Post depends on the distance to the camp from Buffalo, Chicago or Peoria according to the Larkin Branch from which the assortment will be shipped. We will ship it from the point nearest the specified camp. Following are the exact costs:

Camp Taylor, at Louisville, Ky.....	11c
Camp Travis, at Ft. Sam Houston, Tex. ....	14c
Camp Lee, at Petersburg, Va.....	11c
Camp Lewis, at American Lake, Wash. ....	21c
Camp Sherman, at Chillicothe, O....	8c
Camp Devens, at Ayer, Mass.....	11c
Camp Grant, at Rockford, Ill.....	6c
Camp Dodge, at Des Moines, Iowa...	8c
Camp Funston, at Fort Riley, Kans.	11c
Camp Custer, at Battle Creek, Mich.	11c
Camp Pike, at Little Rock, Ark....	11c
Camp Dix, at Wrightstown, N. J....	8c
Camp Jackson, at Columbia, S. C...	14c
Camp Gordon, at Atlanta, Ga.....	14c
Camp Upton, at Yaphank, L. I.....	11c
Camp Meade, at Admiral, Md.....	8c

Why don't you and each of your Club-members have one of these useful assortments sent to the soldier boy



## THE LARKIN IDEA

# Price Now 8c per Bar!

## Maid o' the Mist Bath Soap



### Reduced to

# 80c

Per carton  
of 10 bars

Including  
Premium-value

**H**ERE is some news that will be enthusiastically received by every Larkin customer. Despite the steady increase in the cost of soap-making materials, we have reduced the price of Maid o' the Mist to 80 cents per carton of 10 bars. This means that the price per cake is only 8 cents—just think of it! And that 8 cents includes Premium-value besides, which if taken in the form of extra Products would cut the cost of this high-quality bath soap right in half.

Just imagine getting a bath soap of this kind for only 4 cents a bar. Only by Larkin Factory-to-Family Dealing is such a wonderful value made possible.

Tell your Club-members about this reduction at once and be sure that a carton of Maid o' the Mist is added to your very next order.

**(Sold only in cartons of 10 bars each)**

who is dear to you? You can send your orders with your regular Club order, asking us to ship the assortment, direct by Parcel Post.

You may take your Premium-value in extra Products or Premiums, having them packed with the Club order, or you may ask for \$2.25 in Larkin Coupons.

In ordering, it is not necessary to order the Products separately; just state that you want "Soldier's Assortment" (it will be listed in the November Order Blank under Sundries) and be sure to write name and address of soldier plainly in the space for "Remarks" in the Order Blank.

Tell your Club-members about this opportunity to send *their* soldiers an appropriate Christmas gift.



### Order the Larkin Club News

The Larkin Club News is published for each member of every Larkin Club. Secretaries tell us it is a great help to their members and to themselves—it makes Club work a great deal easier, because the News is teaching members the economy of using more Larkin Products.

So each time you send an order, request enough copies of the Club News so that each of your members may have one.

# THE LARKIN IDEA

## The Larkin Idea

PUBLISHED AND COPYRIGHTED 1917  
BY LARKIN CO.

Published each month and mailed to any  
address in the United States or Canada  
on receipt of the subscription price.

### 50 CENTS A YEAR

Yearly subscriptions may be included  
in orders for Larkin Products at 50c  
list-price.

Free to all Club Secretaries only.

Short contributions are requested from  
patrons who have something to say that  
will interest others. Accepted ones will  
be paid for.

*Larkin Co.*

ESTABLISHED, 1875

FACTORY TO FAMILY  
SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS,  
IMPORTERS, FOOD SPECIALISTS

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Vol. XIII. NOVEMBER, 1917 No. 9

## A Thanksgiving Thought

By  
Mrs. Merribel Frazier

BE thankful all ye people  
On this Thanksgiving Day,  
For all the many blessings  
That this year came your way.

Be thankful for your loved ones  
And friends both far and near;  
Be thankful for your country,  
Where all one God revere.

Be thankful for your fireside,  
Where happiness doth reign;

For food, for health, for raiment,  
For sunshine and for rain.

Be thankful there's a little niche  
In this great world for you,  
And do your own allotted work  
The best that you can do.

While you are counting blessings  
Do not forget that you  
For Larkin should feel grateful,  
A friend both tried and true.

He helps you in your housework,  
He helps in ev'ry way;  
Makes home a place of beauty  
Where all delight to stay.

Throughout the year before us  
There's one thing you should do;  
Tell all your friends of Larkin  
And make them thankful, too.



We wish most cordially that each  
member of the Larkin family may  
enjoy a bountiful Thanksgiving, and  
be enriched by the great blessings  
which are ours to enjoy.



Even though the prices of some  
things are higher this year than they  
were last, let us be thankful that bus-  
iness is good, that wages are high  
and that there is work enough for  
all. This great prosperity should  
make us all thankful, and make us  
forget all else.



The thought expressed on the  
front cover of this number is one of  
abounding plenty—enough for all,  
enough to make us doubly grateful  
for the abundance which has been  
poured forth from Nature's great  
store-houses. Let us all drink and  
eat plenteously, but let us each do  
our bit by remembering to prevent  
all waste.



There is one thing which all  
should be thankful for and that is  
that each of us can do our bit in this  
great war. We can help the Red  
Cross; we can sew and knit; we can  
help save food; prevent waste and



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extravagance; we can use more of the foods which cannot go abroad, and less of the food that can. We can all of us be cheerful, hopeful, loyal, and give freely our encouragement and support to every good thing. Each one of us can do all this and do it thankfully.



Many suggestions are featured in this number that are devised to help you in your Christmas giving. There is something suggested for each one to whom you plan to give. While our Catalog contains them all, and more, our selection may guide you in the right direction and make it easier for you to choose the things you want to give.



The Economy Club Contest is proving a great success and is demonstrating its value as a means of help in these times when prices are larger than pocketbooks. Do all you can to help the Contest along, as each woman you get to join an Economy Club has been relieved of at least a portion of her household cares. Help boost the Economy Club Plan.



Encourage every member to believe more than ever in the saving there is in Larkin Dealing. Show them the much larger value there is in the purchase of Larkin Products and Premiums, than there is in a similar store purchase, and each member, or prospective member, will be instantly convinced and satisfied that Larkin value is the best value one can find anywhere.



Order Christmas gifts and all your Christmas "fixings" early—don't take any chances against delays which old Winter may thrust upon us and perplex traffic conditions. Now is the best time to take your Catalog and pick out the things you want, then send your order at once. Many of our Products and Premiums can be delivered by Parcel Post, if you will send us the necessary amount for postage. One takes no chance in ordering early.

In planning your Christmas giving please remember that there are a large number of Larkin Products which make most useful and inviting Christmas gifts. It is a sensible economy, too, for then does one's money do double duty. The Premiums which are given with the Products may be likewise given as Presents. Thus one proves the saving and helpfulness there is in Larkin Dealing.



The Larkin Club-of-Sixteen is one of the handiest and most certain ways to increase one's income that we know of. During the life of the Club the Rewards and Cash Presents of the Secretary amount to \$86.40, of which all but \$16 is in the form of Coupons that we will redeem for Premiums. The earning of these Rewards, coupled with the large saving there is in Larkin Dealing, should impel each Secretary to organize as many Clubs-of-Sixteen as she can.



### Good Advice From the Council of National Defense

"Do not put yourself into khaki to the exclusion of more usual feminine things," says Mrs. Joseph Damar of Georgia, "under the mistaken impression that you are thereby serving the Nation."

Buy present styles already made up. Do not refuse to buy a gown on the ground that there is too much material in it. That may sound well in theory, but practically it is wrong. Do not demand a "simpler style" because you are ashamed to look "dressed" during war-time.

To refuse to wear these garments would not only turn back the too-full or too-intricate frock before you, but would also necessitate making others to take its place. Think what that means. Men, men designing, cutting, selling—men also in the textile mills, men in the dye works, men in the transportation lines. Men released from fripperies, men released for ammunition, for ship-building, for steel-making—men released for war.

# The Larkin Club-of-Ten

## The Larkin Minute Lady Suggestions for Every Club

*By Helen M. Ware*

THE September meeting, which met with our cordial Secretary as usual, was just a little different from any other we have had and we voted it a grand success. Our latest member, Mrs. Mantell, volunteered to arrange the program, and she surely made good.

A few days before the meeting each member of the Club received a card from Mrs. Mantell asking us to bring our least expensive dinner menu to the next meeting. We were to see how many Larkin Products we could use in the dishes described.

The meeting opened with reading of the August minutes. We enjoyed them hugely. Then the last box of Products was opened and we all admired the new ones our Secretary had to show us. She is certainly a wise little woman and knows how to get our Excess Orders all right. Next we gave in our new Order after adding some of the new Products we had seen. I think she purposely asks for our new order right after opening the box so we will not forget to order some of the new goods for ourselves.

Next Mrs. Mantell asked us in turn to read our menus, advising that we take notes of what we wanted to remember.

Space forbids my telling all of the splendid menus, but the one that was voted the best was as follows:

Clear beef soup with Larkin Macaroni and Larkin seasonings

Beef Loaf.

Larkin Macaroni creamed with grated cheese.

Coffee Charlotte with cream.

Simmer one pound of bottom of the round cut in small pieces. Strain the liquor and set aside.

Boil some Larkin Macaroni until soft, in salted water.

Put the meat through the food-chopper and to it add one cup Larkin Cracker Crumbs, beaten yolk of an egg, nearly two cups of milk, Larkin Salt and Pepper, and sage to taste. Bake in greased bread tin an hour in moderate oven.

Make a cream sauce and stir Macaroni in it and grate cheese into it for entree. Save out a little of the Macaroni to serve in the soup.

Thicken soup and season with Larkin Salt, Pepper and Celery Salt adding the Macaroni.

With a little left-over coffee make some coffee jelly and when almost set stir in the white of egg (saved from meat loaf), after it has been beaten stiff. Pour into individual punch glasses and serve with a little of the top of the morning's milk and confectioner's sugar.

For a game Mrs. Mantell gave us ten minutes to write down the ten Larkin Products we con-

sidered the most indispensable. That was a poser. After the lists were read the Products that received the largest number of votes were as follows:

Sweet Home Soap, Boraxine, Scouring



Mrs. F. W. Dieter's Club-of-Ten, Mantorville, Minn.



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Powder, Larkin Vanilla, Table Salt, Baking Powder, Tea, Food-Chopper, Spool Cotton and Shears.

It was so near time to go home Mrs. Mantell said there was but time for two Discoveries. So Mrs. Small jumped up and said her family had discovered that the Larkin Floor Lamp gave them the most satisfactory light for reading. They put it in the middle of the floor and draw up their chairs so all sit with the lamp back of them. It comes much nearer the level of their eyes than the regular fixtures do.

Mrs. Moore said that Larkin Correspondence Cards cut into six tickets were used at the last church supper for meal tickets.

We adjourned with a scramble and rushed for home.

We believe there is so much helpfulness in this suggestion that the Minute Lady will appear regularly for a while in this department. To stimulate interest and helpfulness we shall give \$1 in Coupons for each similar suggestion sent from our Secretaries, and which we decide is worthy of printing. Please help one another by sending your good ideas to the Minute Lady, care of The Larkin Idea, Buffalo, N. Y.



## Use Latest Order Blank

When sending Larkin orders please see that you use the latest Order Blank. This precaution will prevent mistakes and delays. We publish new Order Blanks each month, and send you the latest one in every order.

Extra Order Blanks will also be sent you if you request them when sending your order. It is not necessary to "stock up" on them, however, as they will soon be out-of-date and a later Order Blank will reach you in your soap-box.

## The Larkin Club

**A Monthly Program for Secretaries Who Want to Entertain Their Clubs.**

**D**ECEMBER—the last month of the year—reminds us that in a few weeks the new year dawns, and then what?

Custom says it is the turning of a new leaf in life's great changing book, a time for forming new ideals, a time for putting off some old things and putting on some things that are new.

These comprise the new resolutions which we are admonished to make on the threshold of each new year. They express a measure of progress, and contribute a degree of helpfulness even though we do not keep them all.

But there is one resolution we can make and one that we can keep. It is this: Resolved, that I will make my home more attractive the coming year by using more Larkin Products, and thus getting more Larkin Premiums without cost.

If one will but compare the Larkin value with store value, one cannot help being convinced that one's duty during the coming year should be to protect her home interests by buying



This Club-of-Sixteen is wide-awake and thrifty. Its capable Secretary is Mrs. Lyman B. Hunt, Mt. Vernon, Ohio.

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everything she can, where it brings her the largest returns for the money she spends.

For the December meeting then, why not talk about this: Why do not we as members of our Club buy more from Larkin, and obtain more Premiums that surely are so good they will improve and benefit our homes?

Make the discussions free, frank and informal—just tell one another what things you think you could buy from Larkin that you now buy almost daily from the stores, which give you nothing beyond the article you pay for.

You have tried Larkin Products—

perhaps only a few of the 600—but you have proved them satisfactory. You also know the exceptional quality of the Larkin Premiums. So your discussion of why you don't buy more may bring out a reason you never thought of before, and which may remove the very obstacle which has been a barrier to your enriching your home with a larger number of Larkin Premiums.

You can, if you will, make the last meeting of the year the most profitable one of all—let's all make it so.

Meanwhile don't forget to finish Christmas shopping right now — it will then be done and well done.

### A "Do Your Bit" Party Red Cross Work and a Good Time Go Nicely Together

*By Mrs. Louise M. Lester*

"**A**PPROVE of parties in war-time?" repeated Mrs. Secretary, "I most certainly do. Don't you know we women can 'do our bit' not only by economizing, and by knitting, but also by trying to keep cheerful, and helping to cheer others up? Therefore I am going to give a party in just two weeks, and tomorrow you will receive your invitation.

"True to her word, the following day each 'Larkin Lady' received a card upon which appeared the following verse:

"A 'do your bit' party I'm planning  
with care  
And you are invited, I hope you'll be  
there;  
So please bring your sewing, or gray  
army knitting,  
And we all will work while the  
moments are flitting."

No one could resist such an alluring invitation, and the afternoon appointed found the entire Club in Mrs. Secretary's pretty living room, which was decorated for the occa-

sion with flags and patriotic streamers. Soon all the guests were busy, and the cheerful chatter was accompanied by the click of industrious needles, for every woman present was a member of the Red Cross Society and was helping all she could, for said Mrs. Secretary gayly, "Even a broken bone knits these days."

After an hour and a half of industry, the hostess commanded work to be laid aside, and proceeded to entertain her guests. She first produced a mirror, and a needle and thread, explaining that each member must in turn try to thread the needle while looking in the mirror. The contest, while an apparently easy one, in reality was quite difficult, and the successful lady received a pretty needle case as a reward.

Next Mrs. Secretary suspended in a doorway an embroidery hoop wound with red, white and blue crepe paper. She then brought out a number of balls of worsted in the same colors.



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"Now," she explained, "each one of you will stand (in turn), at the back of the room and endeavor to toss the balls through the hoop, a blue ball counting one point, a red one two, and a white one three."

This caused, of course, much amusement, and a pair of embroidery hoops rewarded the successful contestant.

"We will now," she continued, "hear the class in geography." She led the way to her little library, and around the wall of the room were pinned oddly shaped pieces of heavy paper. "Probably you don't recognize these," said Mrs. Secretary, "but you ought to, for they are the states of the Union, the exact outlines, cut from paper. They are all numbered, so try to identify them by their outlines."

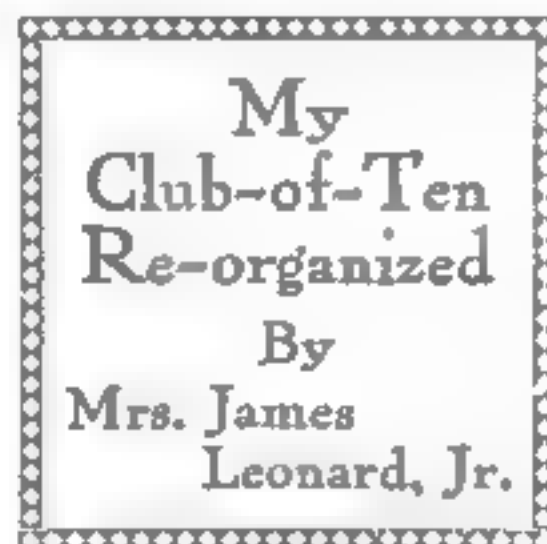
The Secretary was quite right, for it was not an easy contest, but Mrs. Knowit had been a school teacher before she was married, and hence won the prize, a box of pencils.

The table decorations were a tribute to the ingenuity of Mrs. Secretary. In the center she had placed a round tray covered with moss, on which were tents made of paper, thus representing an encampment. At each plate was a tent made of paper beneath which was an ice-cup holding ice-cream made from Larkin Ice Cream Powder.

Bonbon and olive dishes were fashioned by lining small round boxes (such as grocers sometimes use as "containers"), with paraffin paper, and covering the outside with ruffles of red or blue crepe paper.

"The Do your Bit Party" was a great success," said Mrs. Knowit.

"I should call it a 'Cheer-up' Party as well," was the comment of Mrs. Wise.



AUGUST 29th my Club-of-Ten was re-organized and we surely enjoyed it. Everyone was pleased with all they

had received in the former Club, so all eagerly joined again.

We had Larkin Coffee in a Larkin Coffee Pot, served in Larkin cups and saucers. The cakes and sandwiches were made with different Larkin Products. The children as well as the grown-ups enjoyed the Larkin Candy Tablets.

Larkin Guest Soap was given as souvenirs, and we had several contests in which Larkin Products were given as prizes.

The Larkin Hammock and Larkin Coaster came in for their share of enjoyment.

They all liked my Larkin Curtains in my front room, and my Larkin Bedspread they said was lovely.

My little girl wore her Larkin Middy Dress and I wore a Larkin Waist. They

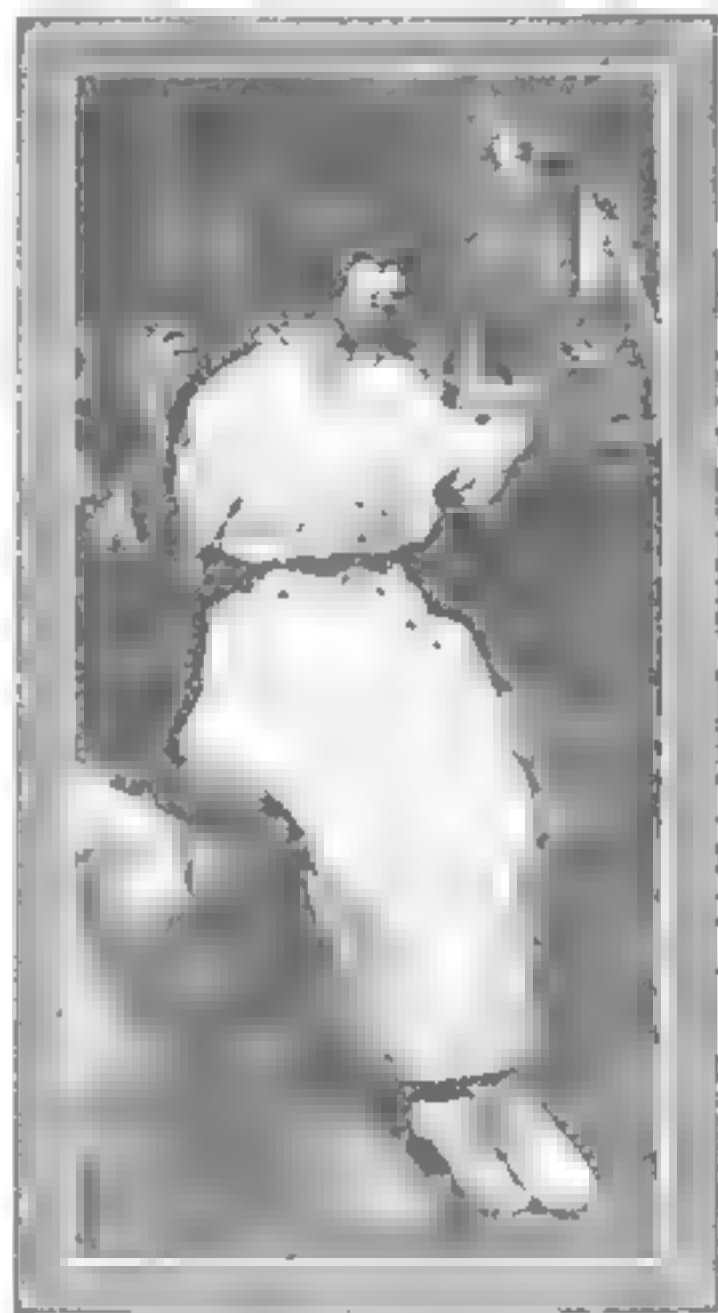
all said they had enjoyed themselves — I surely wanted them to. They left their orders and money, which was carefully taken care of in my Larkin pocketbook. So I guess it was a Larkin party all right. That's what they said anyway.

Oh yes, this letter is written with a Larkin Pen, dipped in Larkin Ink on a Larkin Linen Tablet.

Puzzle: How many times is "Larkin" mentioned in the above letter?



The Larkin Club will meet with Mrs. F. B. Corkhill Thursday, of this week. *Seneca Falls, (N. Y.) Courier.*

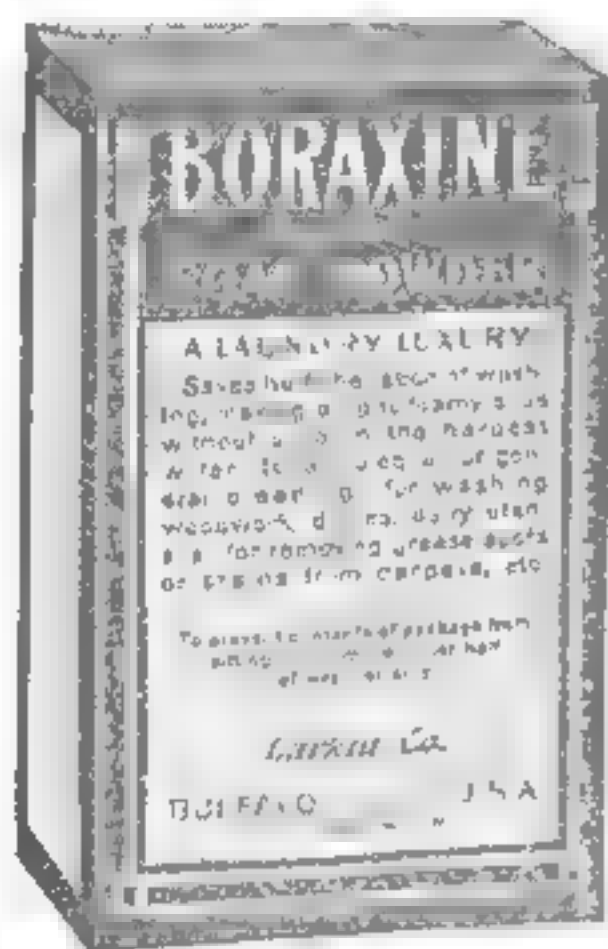


Mrs. James Leonard, Jr.,  
Larkin Sec'y,  
Grand Forks, N. D.

## THE LARKIN IDEA

# Boraxine Now 10c

Per 14-oz. pack ge  
Including Premium-value



## Good News

All Larkin Secretaries and Club-members are familiar with the sterling qualities of this excellent Larkin Product, Boraxine.

In spite of the high cost of materials from which Boraxine is made, the price has been changed to 10c per 14-oz. package, including Premium-value.

There has been no change in the quality. It is the same high-grade Boraxine that has held supremacy for over thirty years—the same Boraxine that is such a favorite for general cleaning of all kinds and that saves half the labor of washing.

Tell your Club-members about this welcome reduction in price and have each of them add Boraxine to their very next Club order.

## A Real Opportunity

TO most people Christmas will present a real problem this year. On all sides prices have gone up because of war conditions. Yet there are just as many presents to buy as ever and of course we all want to give just as nice ones as we always have. How can it be done?

It is right here that the Larkin Plan steps in and solves the problem. With each dollar's worth of Christmasy Products that you and your Club-members buy, you get \$1 in Larkin Coupons which are exchangeable for some Christmasy Larkin Premiums. In other words, instead of spending your Christmas dollars at the store and just getting a few Perfumes, Toilet Articles, or dainty bit of Jewelry, you can get those self-same articles as Larkin Products, and with them get your choice of dozens of attractive Premiums which will furnish you just so many additional presents without additional cost.

Where else in this great country could you do this! Think what an advantage it is and how much farther each Christmas dollar will go when you spend it with us.

And right here it is well to consider how much farther *all* your Larkin dollars go than other dollars can go. The Products and Premium that you get for \$10 from us would cost you several dollars more than that, if you were to buy them at the stores. This can easily be proved to your entire satisfaction and to your Club-member's satisfaction, by actually selecting \$10 worth of Larkin Products from our Catalog and any Premium given with a \$10 purchase, and pricing this same assortment of goods at the stores.

Most Secretaries realize how much more one can get for her money from us than from the stores, but it sometimes happens that their Club-members do not realize it. We believe, therefore, that it would pay you to point this out to your Club-members from time to time.

Suggest to them that they actually make the comparison we have described above, because there is noth-



# THE LARKIN IDEA

ing else that will convince them quite so quickly of how much more they are getting from us than they could possibly get for the same money at the stores. They will speedily reach the conclusion that every dollar they spend with us means a real saving to them.

Larkin  
Coupons Paid  
the Doctor's  
Bill  
By Mrs. D. A.  
Zimmermann

I had a doctor's bill that was worrying me very much. I therefore studied out a plan which not only helped me, but

greatly pleased the doctor's family.

I went to the doctor and explained how the Larkin Products were useful in the home, how good they were and how universally satisfactory to the number of users. I also explained the different ways of Larkin Dealing, about the Premiums, the Rewards and the Coupons.

To my satisfaction he agreed to let me settle my bill in full by giving him the Larkin Coupons which I had earned as Rewards for conducting my Larkin Clubs. As he is going to war there are a large number of Larkin articles which will be most needful in his outfit.

It occurred to me that other mothers of families, (I have six children), would be glad of this suggestion which may help them out of similar difficulties.

Surely Larkin helps us in many ways nearly every day in the year.

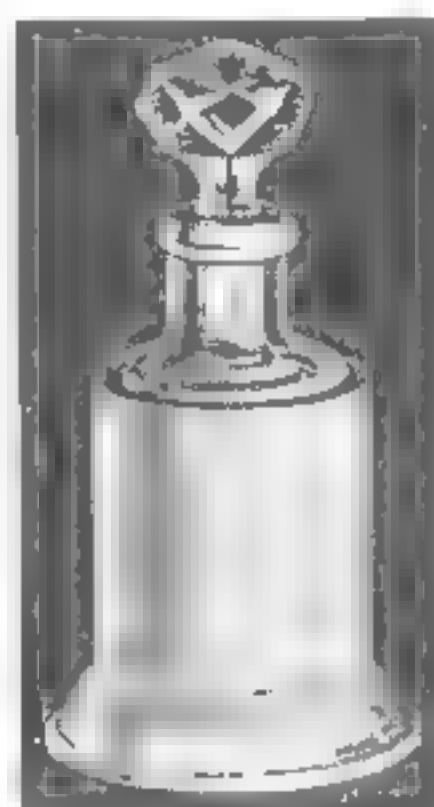
Win an Economy Contest prize and have money to spend for Christmas.

## Pantry Shelves

The most easily cleaned, good looking and sanitary pantry shelves, are those which have been given two coats of Larkin white paint, and one coat of Larkin White Enamel. Such shelves are invitingly cool and clean, require no oilcloth or shelf paper.

## French-Ivory Christmas Gifts

Two new Larkin Products in the popular French Ivory that make very desirable Christmas gifts.



### French-Ivory Perfume-Stand

Price, \$1

Including Premium-value

This is a very attractive stand for the dresser or dressing-table, especially when the furniture is white-enamel finish.

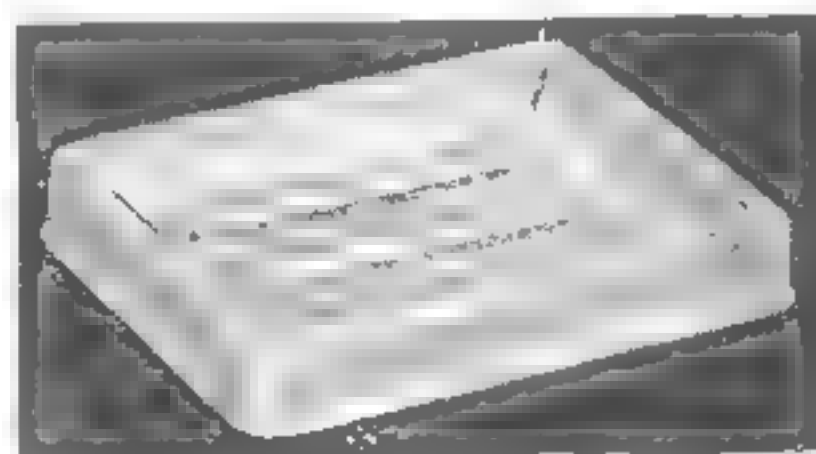
The French-Ivory Stand contains a two-ounce bottle with cut-glass stopper. Height, 4 5/8 in.

An appropriate gift for girl or woman and one that is sure to be appreciated.

## French-Ivory Soap-Dish

Price, 50c

Including Premium-value



Will not chip or crack the wash basin as heavy porcelain or metal soap-dishes often do when dropped into it.

A very practical, as well as attractive gift. Size, 4 3/4 x 3 3/4 inches.

These Products are offered for the first time in the new Larkin Fall-and-Winter Catalog.

Add them to your Christmas list.

# Domestic Science Department

Conducted by Martha Manning

Let Us All Give Our Country War Service by  
Economizing in the Use of Foods

## How The Larkin Housewife Can Help the Nation

**M**R. HOOVER, the National Food Administrator, makes the following appeal to his countrywomen in The Pictorial Review:

1. The wise and careful use of wheat, meat, butter, fat and milk.
2. The use of other fats for butter in cooking.
3. The use of other cereals for part of wheat in bread.
4. The use of other meats, such as game and fish, or the use of eggs and cheese to reduce the demand for beef, pork and mutton should be advocated.
5. The larger use of fruits and vegetables should be featured.

The proper nourishment of every member of your family is your first duty. The substitution of the foods that are plenty for those that are scarce, or especially needed for export, does not imply any cutting down in the ration of nourishing foods.

Waste must be eliminated. Perishable foods locally grown must be consumed more freely. "The Gospel of the clean plate must be preached."

Every statement in Mr. Hoover's appeal must be seriously considered by every housewife if she is to do her part in helping to conserve the nation's Food Supply and feed the soldiers at

the front.

Our Allies are greatly in need of wheat.

Mr. Barnes, a member of Mr. Hoover's Commission, who has charge of the National Grain situation, tells us, "Italy, France and England require this year, the export of 400,000,000 bushels of wheat from the United States." The normal surplus in the United States is 150,000,000 bushels, so in order that the increased demand may be met, it will be necessary for us to govern our own consumption of wheat and adhere to Mr. Hoover's appeal to use other cereals for part of wheat in bread.

This leads us to realize that white bread is not a bread for war-time, and that in the milling of wheat the manufacturer must put a greater proportion of the grain into flour and less into cattle-feed.

The following recipes for War Breads, which were published by the Ontario Department of Agriculture, and other recipes for muffins and gems, all of which have been tested by the Domestic Science Department of Larkin Co., suggest how we can help to save the Nation's wheat supply.

### Rolled Oats Bread

Two cups boiling water, one-half cup molasses, one half tablespoon salt, one tablespoon butter, one half yeast cake dis-



"I'm not afraid, old man, of that sharp and glistening axe for, believe me, he who buys my flesh this year, will pay a corking price. —Go to it, now!"



# THE LARKIN IDEA

solved in one-half cup lukewarm water, one cup rolled oats, four and one-half cups flour.

Add boiling water to oats and let stand one hour. Add molasses, salt, butter, dissolved yeast cake and flour. Let rise, beat thoroughly, turn into buttered bread pans, let rise again and bake.

## Entire Wheat Bread

Two cups scalded milk, one-third cup sugar or one-half cup molasses, one-fourth yeast cake, one and one-half teaspoons salt, five cups entire wheat flour, one and one-fourth cup lukewarm water.

Mix milk, sugar or molasses, and salt. When lukewarm, add yeast cake dissolved in warm water and flour. Beat well. Let rise until nearly double its bulk, and bake about one hour in a moderate oven.

## Bran Bread

Two yeast cakes, two cups scalded milk, one cup lukewarm water, one-half cup molasses, seven cups flour, five cups bran, four tablespoons lard, two teaspoons salt.

Dissolve the yeast in the lukewarm water. Add cooled milk. Add molasses and four cups sifted flour. Beat well. Add bran, lard, salt and rest of flour, knead well. Cover and let rise until double in bulk. Divide into loaves and place in greased pans. Let rise until double in bulk and bake in moderate oven.

## Corn, Rye and White Flour Bread

Two cups lukewarm water, one yeast cake, one-half tablespoon salt, one-half cup molasses, one cup rye flour, one cup corn meal, three



This noble bird, brown and succulent, fills us with both meat and gratitude.

cups white flour.

Dissolve yeast cake in water. Add remaining ingredients. Mix thoroughly. Let rise to double its bulk. Knead and shape into loaves. Let rise again to double in bulk and bake.

## Bran Gems

One cup bran, one cup white flour, one-fourth cup sugar, one teaspoon salt, four teaspoons baking powder, one cup milk, one egg, one tablespoon melted lard.

Mix dry ingredients. Add milk and beaten egg. Beat well and add melted shortening. Bake in greased muffin tins in hot oven.

## Oatmeal Muffins

One cup cooked oatmeal, one and one-half cups flour, four teaspoons Larkin Phosphate Baking Powder, two tablespoons sugar, two tablespoons melted shortening, one-half teaspoon salt, one-half cup milk, one egg.

Mix and sift, flour, sugar, salt and baking powder. Add half the milk and the egg well-beaten. Mix the remainder of milk with oatmeal and add to dry ingredients. Beat thoroughly and add shortening. Bake in greased muffin pans.



## A Delicious Soft Icing

1 cup Sugar;  
2 tablespoons Larkin Chocolate or Cocoa;

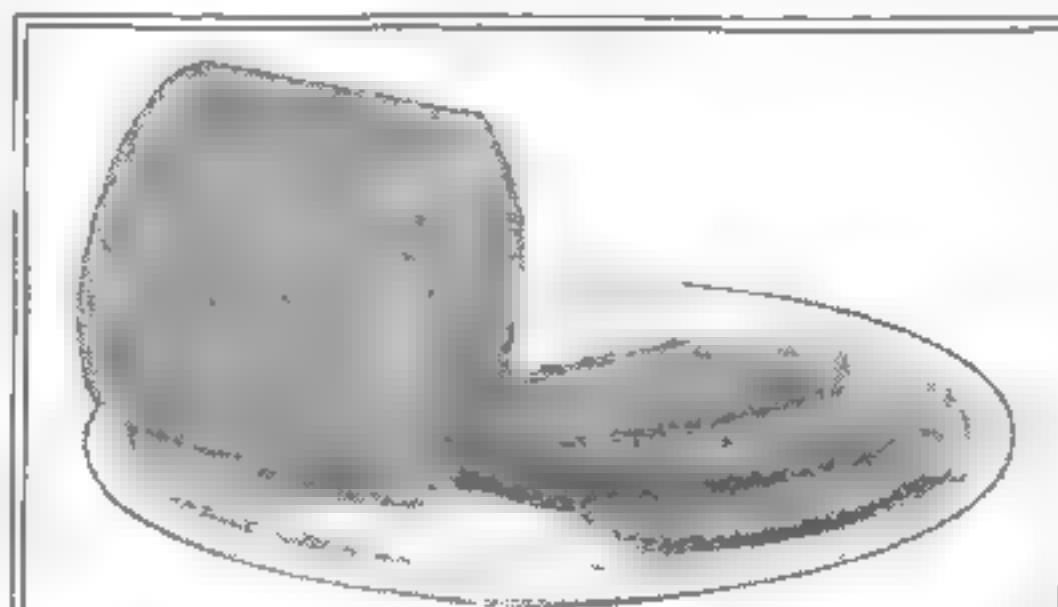
5 tablespoons sweet Milk;

Butter, size of chestnut.

Boil three minutes, then stir until cold. Put on cold cake.



Don't fail to read the four big price reductions in this number.



War bread is higher in nutritive values than is white bread, and is pleasant and appetizing to eat. Its use is a wise economy and saves wheat to send abroad.

## THE LARKIN IDEA

### Urges Women to Eat Enough

Food-Saving Campaign Not Directed at the Underfed, says Dr. Shaw

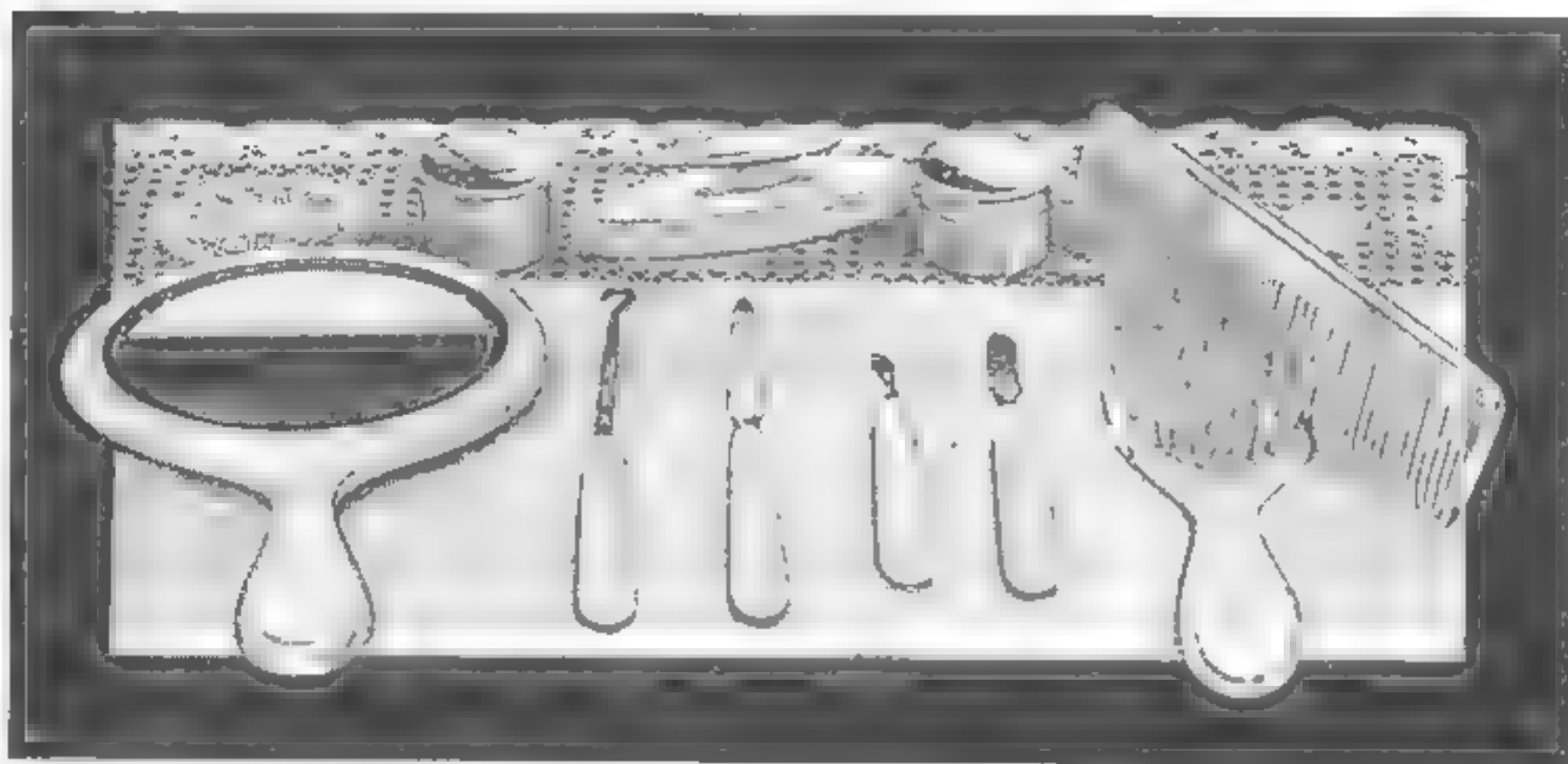
"Eat enough and feed your children enough," is the message Dr. Anna Howard Shaw, Chairman of the woman's committee of the Council of National Defense, is sending to the women of the country.

"By far the most important thing for Americans to do," said Dr. Shaw, "is to keep normal physically, morally and intellectually. In urging the

conservation of food we want it understood that we are urging those to do so who are able to follow the advice. We do not mean the woman who has but one course for dinner, when we say do away with one course. Advice has perhaps been too wholesale. We are talking to the wasteful women, not the one who is naturally careful in her buying, nor to the one who is not financially able to cut down her food allowance with impunity. We are talking to those who overeat, not those who are underfed. It is absolutely essential that we should eat enough. We certainly do not want a race of sickly men and women whose zeal has undermined the health of a naturally vigorous people."

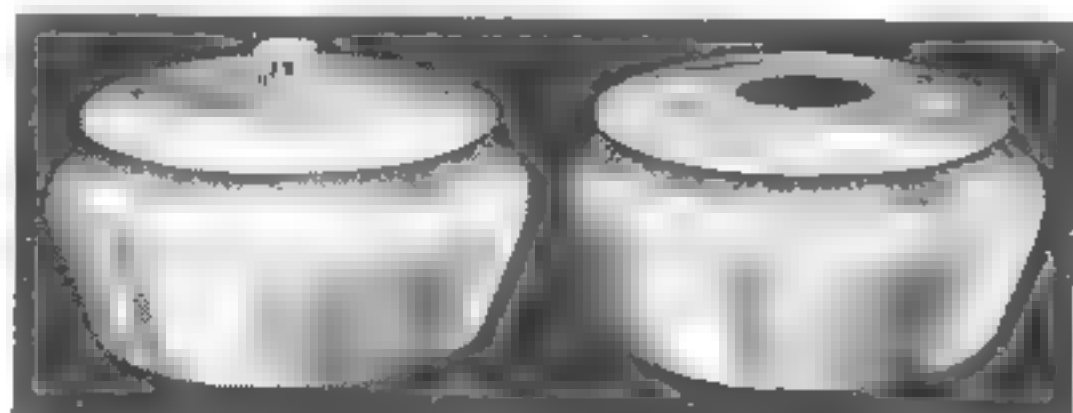


### For the Girl Who Loves Pretty Things



**French-Ivory Toilet-Set, No. 882** GIVEN with a \$10 purchase of Products or for \$10 in Coupons.

This dainty Toilet-Set consists of Mirror, 9 $\frac{3}{8}$  in. long, including handle; Brush, set with 10 rows of fine white bristles; Comb; Nail-Buffer; two Enamel-Jars; Nail-File, Button-Hook, Corn-Knife and Cuticle-Knife, boxed.



**French-Ivory Puff-Box and Hair-Receiver Set**

**No. 64010** GIVEN with a \$2 purchase of Products or for \$2 in Coupons.

A very serviceable set. Both Hair-Receiver and Puff-Box are 4 $\frac{1}{2}$  in. in diameter.



**The Larkin Juniors' Department**  
and  
**The Larkin Puzzle Page for Larkin Juniors**  
Eighteen Years of Age and Under  
Conducted by Aunt Lilian

## By

THIS morning Mother asked me  
In her gentle, smiley way,  
Just why I should be thankful  
Upon Thanksgiving Day.

I'm thankful, oh so thankful,  
That we're American,  
For this of all the nations  
Is the best beneath the sun.

And then I'm thankful for the boys  
And the fun we have each day;  
I'm thankful I am strong and well  
So I can run and play.

And so I've many blessings  
And am thankful as can be.  
I'll try to be a giving boy—  
So much is given to me.



day is such a perfect autumn day that Aunt Lilian just had to leave her writing a few moments to walk among the lovely fall blossoms of the garden. The trees are still green, save where here and there one sees a dash of lovely red or yellow. A maple tree in front of the house reminds me of a robin red-breast, it has such a gorgeous patch of red in the middle of one side. There are so many bright blossoms all around me it almost seems like a garden.

A thankful season and a delicious dinner to each of you, is the wish of,

Aunt Lilian.

 $B_{V'}$ 

1 B G S S P E N I N G L A W N

 $Bv$ 

1. Subtract one word and the first letter of another word, from the name of a Larkin General Sundry, and get a name for girls.

2. Subtract a kitchen utensil from a Toilet Article and get a food.

27

# THE LARKIN IDEA

## 3. Larkin Charade

By

*Laura DeCosta, Danvers, Mass.*

My—is for xxxxxxx pure and white.  
My—is for xxxxxxxxxxxx hem-  
stitched just right.  
My—is for xxxxx xxxxxxx  
popular soap.  
My—is for xxxxxx I'll soon get one  
I hope.  
My—is for xxxxxxx makes washing  
a delight.  
My—is for xxx xxxxxx makes food  
taste hot all right.  
My—is for xxxxx so sharp and ef-  
ficient.  
My—is for xxxxxxx xxx to smooth  
irons is sufficient.  
My—is for xxxxxxx both good  
and nutritious.  
My—is for xxxxxx xxxxxx which I  
think delicious.  
My—is for xxxx xxxx will make  
glassware shine.  
My—is for xxxxxxxxxxx xxxxxx  
which costs but a dime.  
My—is for xxxx xxxxx with a  
locket worth giving.  
My whole is a plan reducing the  
cost of living.

## 4. Larkin Riddle

By

*Gahela C. Mahone, Greenville, Virginia*

I am a Larkin Product all girls  
would like to own.

I am flat and have a back but no  
back-bone. I see you whenever you  
come near.

What do you think my name is,  
dear?

### Answers to Oc- tober Puzzles

1. A m m o n i a,  
Borax, Clover  
Soap, Derma  
Balm, Envel-  
opes, Florida  
Water, Gela-  
tine, Honor  
Bright, Ironing  
Wax, Jelly Des-  
sert, Kitchen  
Knife, Library  
Paste, Monkey  
Wrench, Nut  
Cracker, Oiled  
Mop, Pendant,  
Gum, Razor,  
Salt, Tapioca,  
Uncolored

Japan Tea, Vanilla, Witch Hazel.

2. Sweet Home Soap, Glove Cleaner,  
Boraxine Soap Powder, Rose Tal-  
cum, Laxative Syrup.

3. Metronome.

## Prize-Winners in September Contest

Any boy or girl eighteen years of  
age or under, in whose home Larkin  
Products are used, may compete for  
the prizes, provided they do the  
work themselves and submit it in  
their own writing.

Write plainly, with ink if possible,  
on but one side of the paper and  
sign your name and address on each  
paper.

Address all communications for  
this Department to Aunt Lilian, 22  
Burnham St., Waverley, Mass., and  
not to any office of the Larkin Co.

The Prizes are \$2, \$1.50 and \$1 in  
Coupons for best sets of answers re-  
ceived, and \$2 in Coupons for best  
Puzzle received, and \$1 in Coupons  
for each other Puzzle that is printed

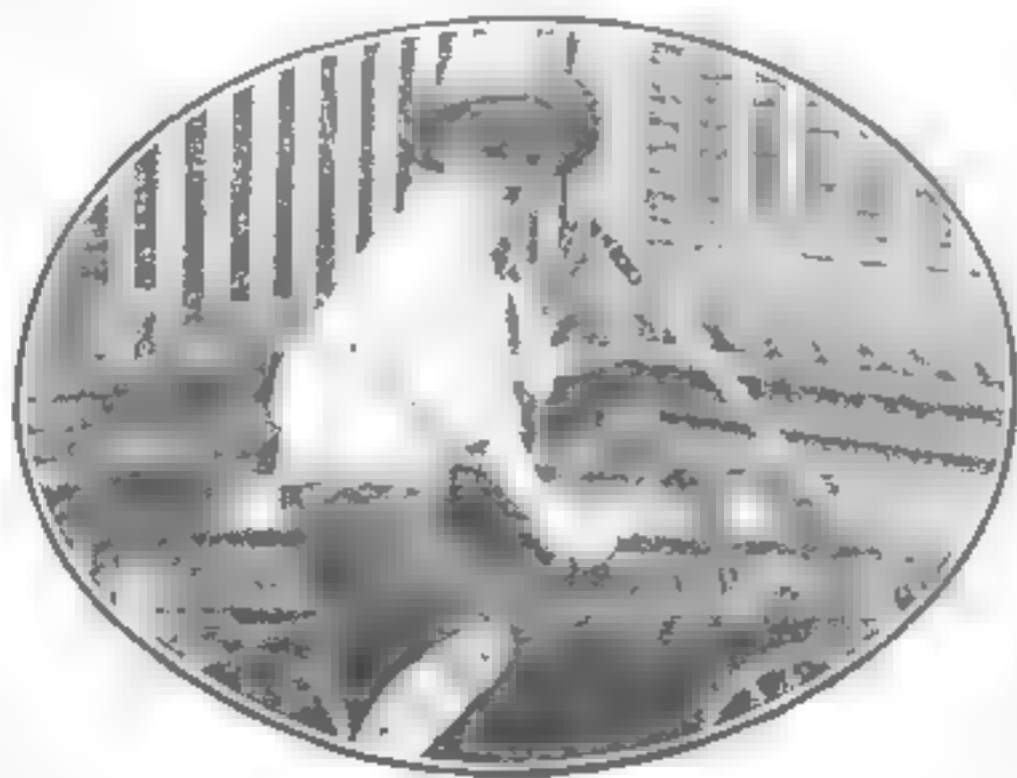


## Easy Christmas Giving

Nearly all of us know some poor  
boy or girl who has not as many  
advantages as others of us have, and  
who would be overjoyed to receive a  
gift from their school, neighborhood  
or Sunday School mates.

Won't you just gather your little  
friends about you and explain the  
Larkin way, and ask if they will each  
take orders for one or two dollars'  
worth of Larkin Products, to earn

some beautiful  
article of cloth-  
ing for his or  
her Christmas  
gift? Try to get  
enough to squeeze  
out three gifts if  
you can; some-  
thing to wear,  
something for  
an ornament, and  
something to  
amuse or enter-  
tain. Don't you  
think that is just  
a splendid idea?  
You will enjoy



James Leonard III, Grand Forks, N. Dak.,  
and his Larkin Coaster Wagon.



# THE LARKIN IDEA

your own Christmas gifts very, very much more if you do something for someone from whom you expect no return.

This interchange of gifts which we all enjoy is very pleasant indeed, but there is a joy far beyond that in giving to someone who is not likely to have many gifts, and who is wholly unable to give any.

If you don't believe that it is heaps of fun just you try it and report to Aunt Lilian how you get along.

Just one more suggestion: This is an easy way to get good old Dad and Mumsie dear a dandy Christmas present.

And best of all is that Dad's present won't cost him a cent—he had no part whatever in providing the means to buy it.

If you don't believe this is heaps of fun, too, just you try this plan then tell me about it also.



## Eliminate the Middlemen

Mr. Carl Vrooman, the assistant Secretary of Agriculture, says: "The Government must also eliminate the middlemen standing between the producer and the consumer. The Government is already doing everything possible to bring producer and consumer together for their mutual benefit."

This present time is proving more than ever the secure and money-saving foundation on which rests the Larkin Factory-to-Family Plan.

For years we have been saving our friends who deal with us the profits of the middleman, and giving them the profits in the form of a valuable and substantial Premium.

We still continue to serve all who deal with us in the same money-saving way that we always have. And all who purchase Larkin Products obtain for themselves useful and lasting Premiums, which are the profits of the middleman put into forms for their use and enjoyment.

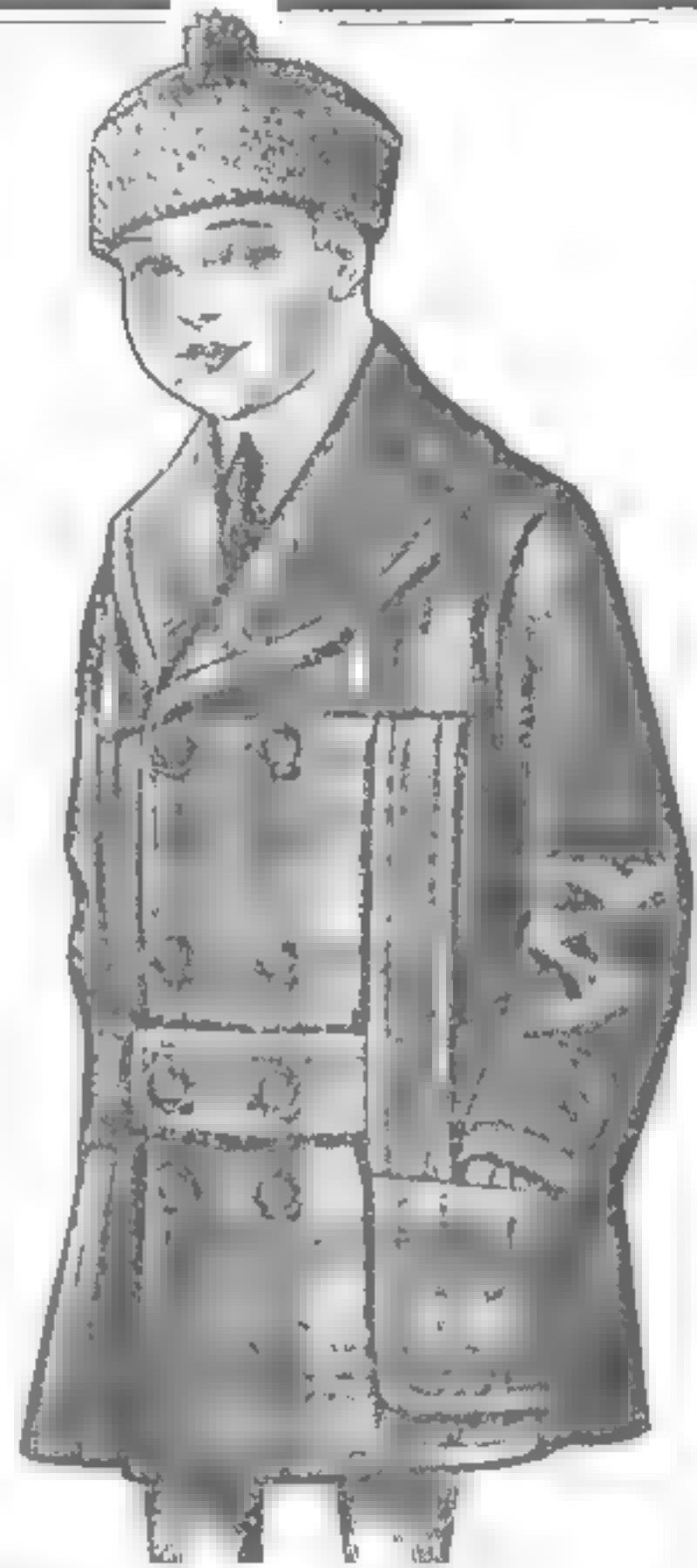
A Larkin purchase of Products and Premiums will convince anyone who will compare it with a similar store

purchase, that the Larkin value far exceeds the store value.

Try it and see.



Mrs. H. Scheffel, Delhi, Ill., writes: "I am happy to say I am starting my Club over again. My members have all been more than pleased and words cannot express my pleasure. I have been so well pleased with everything."



## Warmth and Freedom

That's what makes the Mackinaw so popular with both boys and men—they are extremely warm and at the same time do not interfere with walking or running. There are three fine offers in the new Fall-and-Winter Catalog. See page 72.

### Boys' Mackinaw

**No. 45050** GIVEN with a \$10 purchase of Products or for \$10 in Coupons.

Norfolk-style Coat made of serviceable Mackinaw Cloth in a Brown plaid pattern. Has roll collar and roomy side pockets. Ages: 10, 12, 14 and 16 years.

## **"Did You Know That--" Contest**

**There Are Many Suggestions this Month for Making Helps  
and Conveniences Suitable for Christmas Presents**

**A Little Time Spent in Making Them Will Impart Christmas  
Joy and Save Money**

There are many Christmas Hints in this Department which will make Gifts Inexpensive Yet Useful and Acceptable.

We are beginning to feel the spirit of it already, this wonderful Christmas season that is so nearly upon us.

We have heard so much this year about elimination of extravagance, that we are going to give such gifts as are of real use, and we are all trying to see how much joy we can create with the least expenditure of time and money.

Christmas wouldn't be Christmas without some pretty things. They too may be of such a character that they are useful, and we are giving this month directions for several gifts that may be made of Larkin Products. Surely there is no more economical method of securing Christmas material than that which we offer.

More suggestions will be printed along this line next month and we trust each one of our friends will find just the suggestions she has been looking for.

The reason for the existence and continuance of this Department is the real help that it affords to many thousands of practical housewives throughout our land.

Whenever any of you find a new use for any Larkin Product, Premium or Receptacle send it off at once to this Department. We make it worth your while by offering Prizes that are particularly desirable at this season.

The prizes are \$6, \$4 and \$2 in Coupons for the first three Prizes. There are five Fourth Prizes of \$1 in Coupons each.

The rules are simple: Write plainly with ink if possible, on but one side of the paper and sign your full name and give full address on each

Discovery submitted, beginning each with the words, "Did you know that Larkin—."

Address all communications for this Department to Contest Editor, 22 Burnham St., Waverley, Mass., and not to any office of the Larkin Co.

### **Prize-Winners for September**

1st—Mrs. Ella J. Dyer, Siasconset, Mass.

2nd—Mrs. May E. Gibson, Belmont, Ohio

3rd—Mrs. Mary Phillips, Lancaster, Pa.

4th—Mrs. W. E. Cousins, Wilkesburg, Pa.

Mrs. R. Meyer, Oshkosh, Wis.

Mrs. J. P. Brooks, Detroit, Mich.

Miss Mary E. Overasher, Jacksonville, Fla.

Mrs. A. Forster, Buffalo, N. Y.

### **Prize Discoveries in order given above.**

Did you know that the Nottingham Curtain Panel No. 869, also makes a beautiful and inexpensive pair of curtains by cutting it in halves lengthwise, except the lower fifteen inches which should be cut across to make a valance? Get a lace edge to sew across the cut bottom of curtains and hem raw edge of side. The Cross-Stripe Curtains No. 871, will make two pairs of side drapes for windows at which darned and patched old curtains are hung, covering up the worn places. They were greatly admired and nobody mistrusted why they were used. Lace Curtains No. 6210, having an edge alike on each side, may be cut in two lengthwise and hemmed on the cut edge, and a pair made out of each curtain to use at narrow windows.

Did you know that Larkin Cretonne, and a pair of oval embroidery hoops, make a beautiful as well as useful knitting bag a little different from those so common at the present time? One yard of the cretonne will make a bag which may be lined or not as preferred. Cover the exposed parts of the hoops with silk baby ribbon wound round and round them.



## THE LARKIN IDEA

Fold the cretonne in halves cross-wise; gather the top on one side on one of the hoops and the other top to the other hoop. Next single crochet with crochet silk around two brass rings and sew the sides within three inches of top to these rings. The longest knitting needles may be carried in this bag by running them through the holes made by the crocheted rings.

Did you know that a Larkin Safety Pin, the largest size, is very convenient to use when one is knitting and wishes to remove the needles to use on other work, or on another part of the same garment? Instead of getting other needles to run the stitches off onto, slip them over one or more of these Safety Pins and clasp the pins.

Did you know that Larkin Products and Premiums offer a delightful way of providing Christmas gifts for members of a Club that have been in the habit of exchanging gifts? Last year our Club numbered twelve girls. For the past two years at Christmas time we have each made eleven gifts, all alike, and given to the other members, but we found this method rather burdensome and this year each of us agreed to sell two dollars' worth of Larkin Products, entitling each of us to a \$2 Coupon. At our November meeting we gave the President of the Club our Coupons, with a list of articles in the Catalog that were given with \$2 worth of Coupons, that we would like to have. She made out the order selecting what to get for each member and at the December meeting we opened the packages. They were so surprised with the values received that some of them at once asked for admission to a local Club. With the Present for Cash allowed with our order we bought articles of children's apparel for a poor little child in the town.

Did you know that Larkin Cedar Oil is excellent to use in making shoes waterproof? Before wearing a new pair set the soles in a saucer of the oil and leave there all night. It will also render mothproof, boxes used to store winter clothing, if the boxes are painted inside and outside

with the oil each season. Used around baseboards and cracks in closets will keep insects away.

Did you know that Larkin Maid o' the Mist Soap is invaluable to use in washing Georgette Crepe, crepe de chine and other very delicate waists with? Make a suds with warm (not hot) water and gently squeeze them out. Rinse in clear water of the same temperature. Wring carefully, hang on a Larkin

### A New Larkin Product



#### The Ideal Can Opener

Opens cans quickly, neatly and easily. Made on scientific yet simple principle. Will cut top of can close to edge leaving practically no margin.

Or will cut can around outside of edge so that contents, such as canned meats, brown bread, etc., may easily be removed.

Has bottle-opening device on end of handle.

Made of blue oxidized steel, 6 $\frac{3}{8}$  in. long.

This is a new Larkin Product, and will appear later in the Larkin Catalog. In the meantime order direct from this advance announcement.

#### Can Opener



*Price, 15c*

*Including Premium-value.*

# THE LARKIN IDEA

Coat-Hanger in a dark place, after carefully smoothing out all wrinkles, and it will not yellow. It is seldom that the body part of a waist thus laundered requires to be ironed. The trimming may be ironed without mussing the waist.

Did you know that Larkin Shoe Dressing makes a satisfactory dye for cloth buttons? Apply with a sponge on either cotton, silk or woolen buttons.

## Did You Know That Larkin—

**Almond Meal Box**—With a pretty ribbon shirred around it and then filled with sand, makes practical hat-pin holders. The sand keeps the pins bright and sharp and free from rust, and also prevents the stand from toppling over.

**Card Table Cover**— Makes very acceptable gift as it is, but may be made even more attractive by crocheting a narrow lace around it with red crochet cotton that hearts and diamonds are worked over in.

**Christmas Utility Collection**—Makes an exceedingly useful gift for a person or family who remember several persons with gifts. The box itself may be used as a container and the cards, letter and booklet will serve as remembrances to send some friends, while the seals, stamps and tags will surely be welcome at this time.

**Cork**—The large-sized Corks that come with Larkin Assorted Corks make neat and useful little pin-cushions. Bore a hole through a cork from end to end. Place a piece of Larkin Absorbent Cotton around the sides of the cork, then shirr a piece of ribbon a grain wider than the cork and slip the cork in it, drawing up the threads tightly at each end so you can just see the hole that was bored. Now run some baby ribbon to match wider ribbon through the bored hole to hang it up by. Three of these cushions hanging in a spray, one filled with plain pins, one with white headed ones and one with black headed ones makes a dainty and useful gift, and some-

thing a bit out of the ordinary.—A package of these Corks in a bag made of Larkin Cretonne makes an acceptable gift. Secure one of the smallest corks to each end of the drawing string, and another small one to the center of the bottom of the bag to signify what the contents of bag are.

**Cretonne**—An eight-inch circle, with bone rings sewed every two inches apart, around the hemmed edge and with ribbon drawn through the bones, makes a useful button bag. If desired metal rings may be used and they may be crocheted over with some color to blend well with Cretonne. This also makes a good bag to fill with Larkin Assorted Corks.—Lined with cotton flannel and padded if desired, makes a practical bag to hold the thermos bottle.

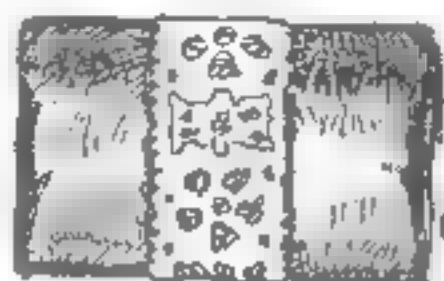
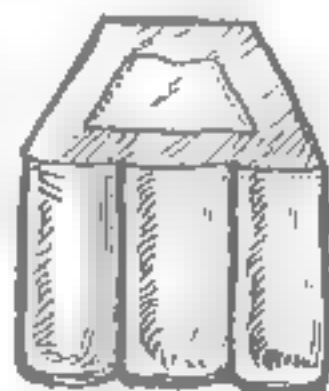
Many a bottle has been broken by hard jolting but such a bag would lessen the danger of a break.—Lined with a delicate sateen or silk makes a convenient arm bag to wear when crocheting or sewing. Make

in the shape indicated, and on the outside of each side make a small pocket to hold cotton, thimble, emery and other small sewing articles. Have a fold of the goods at the top which is two inches wide. It measures four inches at the bottom and six inches at the widest point.—Makes a three apartment case to hold three Larkin

Coat-Hangers with a pocket in the flap to hold skirt-hangers. This makes a useful gift for one who travels and is not very difficult to make; it may or may not be lined according to

taste.—With a strip of wide lace down the center makes a beautiful boudoir or bedroom sofa-pillow or pillow for a cedar chest. — Made in the same fashion makes beautiful dresser and chiffonier scarfs, also

pillow-shams, cedar chest cover, etc., also valances at windows. Such gifts given by different friends to some





## THE LARKIN IDEA

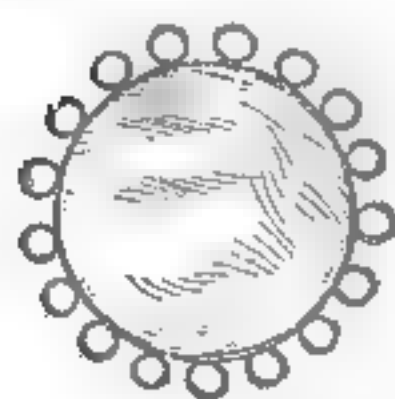
young girl who is refurnishing her room would prove most acceptable and decorative.—Makes a padded necktie holder for boys or men by cutting eighteen inches from a broom handle, padding it with



Larkin Absorbent Cotton or Cotton Batting, with Larkin Sachet Powder sprinkled over it and covering

with Larkin Cretonne. Hem the ends or face with some contrasting color and hang up with narrow silk ribbon. May be used to cover a cardboard wastepaper basket very effectively. Put small ribbon bows at the corners. The inside may be covered with a plain material.—Makes a good pad to line trunk or suit-case bottom with. Make pockets for various articles or sew to straps to tuck neckties, veils, collars, gloves, etc., under. Some pockets could be made to fasten with Larkin Snap Dress Fasteners.

**Doilies (Bluebird)**—Make an excellent cover for a shaving pad. Use blue and white tissue-paper to make pad with and hang up with blue ribbon to match.—With brass rings covered with blue crochet sewed around them makes handy button bags, (large size). With rings sewed around them and ribbon run through them makes a convenient piece, or scrap bag, to hang on the sewing-machine.—With a blue buttonholed strap sewed across them, and a cardboard back tacked to the



back to strengthen them and hung up by blue ribbons, makes a pretty holder for a whisk broom. (Centerpiece)—Makes an attractive top for a

round pillow for a blue room. Use silk, poplin or other plain goods to gather around the edge, and either another centerpiece or plain goods for the back.

**Embroidery Cotton**—Together with a wishbone, a small bit of baby ribbon and a Larkin Thimble makes an acceptable gift for a little girl.

## Price Reduced

Gloss  
Starch



Per 3-lb.  
package, 35c

*Including Premium-value*

**B**ECAUSE of the high cost of corn, from which Larkin Gloss Starch is made, we were compelled to raise the price for September to 40c per 3-lb. package.

We are now able to reduce the price again to 35c. This reduction is made without any decrease in the quality.

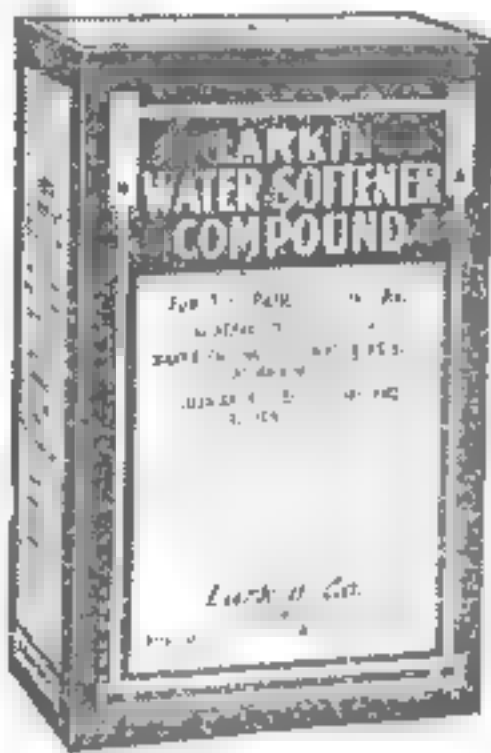
The unusual high quality of Larkin Gloss Starch is well known by all that have used it. Ordinary or inferior grades of starch, although sold at what seems to be a lower price, are really much more expensive when results are compared.

Under present price conditions, Larkin Gloss Starch is an excellent value at 35c list price, especially when you consider the Premium-value given with it. If the Premium-value is taken in the form of extra Products, the actual price is but 17½c. Then, too, 3 lbs. of Larkin Gloss Starch will do the work of about 4 lbs. of ordinary starch.

High cost of materials, due to war conditions compelled us to increase prices on some of the Larkin Products. Any favorable change in these conditions will find us quick to reduce them.

# THE LARKIN IDEA

## Price Reduced



### Water Softener Compound

Per 1-lb. package, **15c**

*Including Premium-value.*

**T**HE Catalog-price of Larkin Water Softener Compound has been reduced to 15c per 1-lb. package.

Owing to recent high cost of materials from which this Larkin Product is made, we had to make the price during August and September, 20c per package.

We have now succeeded in placing contracts so that we can reduce the price again to 15c.

This does not mean however, that cheaper-grade materials are used in its manufacture. The quality is the same high Larkin quality that has always been maintained.

This will be good news to Larkin customers who are familiar with the sterling value of this splendid Larkin Product. It will soften the hardest water and is a great help in the laundry and for general household use.

### Other Prices Will Be Reduced as Rapidly as Possible

Although high costs, due to war conditions, have compelled us to increase the Catalog-price of some Larkin Products, we are making earnest efforts to reduce these prices whenever conditions make it possible.

We wish to assure our customers that we will immediately give them the benefit of any reduction in manufacturing costs.

Single crochet over the wishbone and then single crochet a little holder to fit the thimble and suspend this by crochet chain to the point of the wishbone. Hang with the ribbon. The thimble may be kept in the holder, and will teach the little girl to keep it in its place.



**Embroidery Hoops**— May be made into convenient spool holders to be given with spools of the different sizes of Larkin Spool Cotton and basting cotton. Cover the hoop (only one of them) with silk ribbon and make a loop to hang it up by. Cut pieces of the ribbon about half a yard long and in the center of each, string a large two-hole white pearl button. Put the two ends of the ribbon together and run both

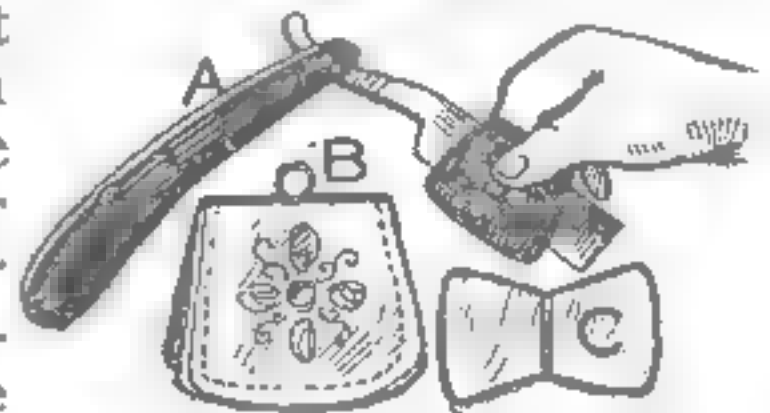


ends through a spool of the cotton. Bring one end up each side of the hoop and tie in double knot, then in small bow knot. The buttons will prevent the spool dropping off the ribbon. It will be found very convenient to unwind the cotton from and still keep it in place.—Used to catch round asbestos table mats to keep mats from touching the table, provides a space under mats so very hot dishes put on them are not at all likely to injure the table. If the mats are covered with a buttonholed doiley they make a useful Christmas gift.

**Face Chamois**—A piece cut like the illustration and covered with almost any material will make a nice little gift

for a man to wipe his razor with, or for Grand-

ma to wipe her glasses with. A child can easily make one of these little articles. A simple design may be outlined upon the outside if desired.—With Larkin Val Insertion and Lace sewed around it, and a little Larkin Face Powder





## THE LARKIN IDEA

sprinkled over it, then fastened together with one Larkin Snap Dress Fastener, is very handy to carry in the vanity bag to use when going out for the afternoon or evening. The powder may be renewed as desired.

**Face Powder Box**—With the outside bronzed with a coat of Larkin Gold Bronze, and the inside lined

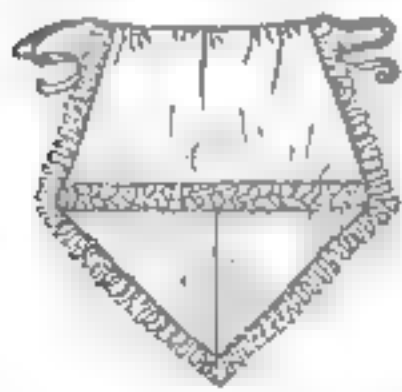


with a dainty silk lining over a bit of Larkin Absorbent Cotton that has been sprinkled with Larkin Sachet Powder, and filled with Larkin Face

Powder, makes a very dainty gift for a young lady. To line the box use one-half a yard of ribbon. First cut a circle of cardboard a trifle smaller than the bottom of the box and cover it with the ribbon. To the underside of edge of this gather the rest of ribbon to draw it up with. Glue the bottom of the cardboard circle to the bottom of the box, and with the glue catch the sides to the inside of the sides of the box.

**Fur**—Fur scarfs after they are worn around the edge may easily be made over into a fur hat for one's self or a gift.

**Handkerchiefs**—Three embroidered handkerchiefs with Larkin Val Insertion between and the inser-

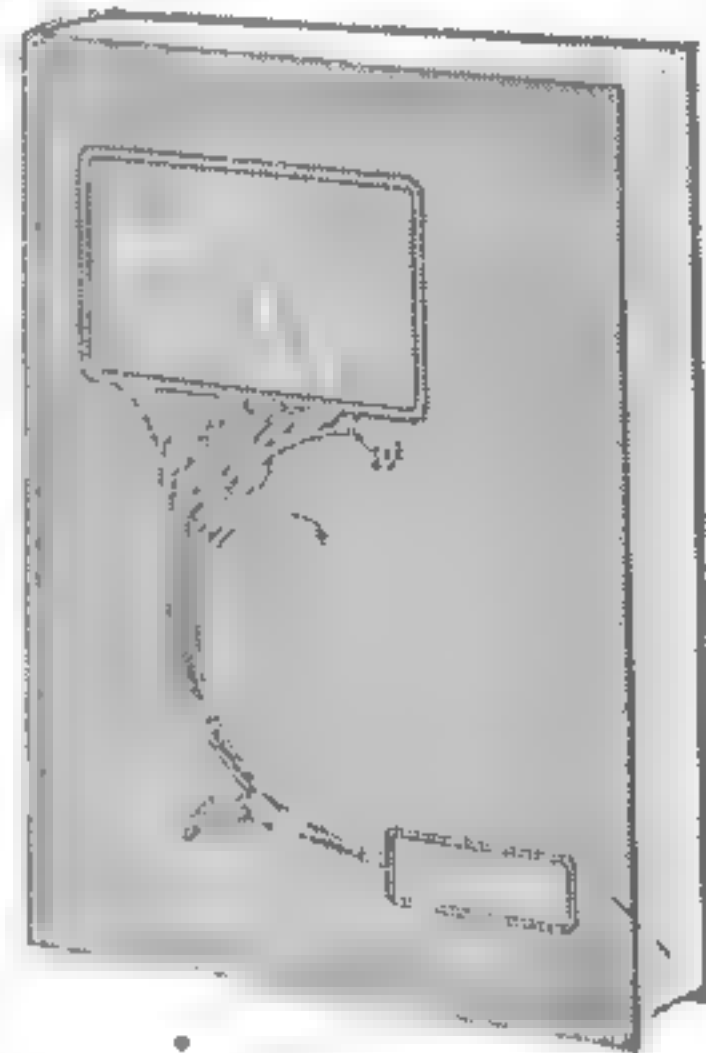


tion and lace across the top, with ribbon loops for sleeves and a drawing string of Larkin White Cotton Tape, makes a handsome camisole. If

the handkerchiefs are too wide the lower edge may be cut off before turning the hem for the tape. Fasten with Larkin Snap Dress Fasteners.—Large handkerchiefs edged with Larkin Val Insertion and Lace and caught up as shown in the illustration make convenient sewing aprons with pockets. A child's bonnet may be easily made like the diagram and edged with Larkin Val Lace and trimmed with tiny ribbon rosettes. A



## A Splendid Christmas Gift



### American Home Music Album

Any one who likes music will be delighted with this splendid collection. It contains so many of the good old familiar songs that most everybody knows, as well as beautiful classics and operatic selections.

Whether one plays the piano or just occasionally "joins in the singing," this book will be welcomed into the home.

Following is the list of the kinds of music it contains:

Classic Piano Music	Songs from Great
Modern Piano Music	Operas
Light Piano Music	Sacred Songs
Sacred Piano Com-	Hymns
positions	Songs of Home
Operatic Piano Se-	Children's Songs
lections	Kindergarten Songs
Piano Dance Music	College Songs
Piano Duets	Songs of the South
Old Fashioned Love	American Patriotic
Songs	Songs
Standard Love	Foreign National
Songs	Songs
Vocal Duets	

More than 250 songs and 150 piano pieces. Nearly one thousand pages of music printed on high-grade paper and neatly bound.

If there are any music-lovers among your friends and relatives, gladden their hearts with this wonderful collection of songs and music.

*Price, \$3*

*Including Premium-value*

# THE LARKIN IDEA

## For Mother from the Whole Family

Why not suggest to some of your Club-members' families that they all join in and get "mother" this up-to-date labor-saving Electric Cleaner as a Christmas surprise?

That will not only give you a larger Reward but it will make some poor tired mother happy indeed.

This Cleaner is fully described on page 150 of the Catalog.

### Electric Vacuum-Cleaner

#### No. 10250

GIVEN with purchases of Products amounting to \$52 or for \$52 in Coupons.

A strictly high-grade Electric Vacuum-Cleaner made by the well-known National Sweeper Co. of Torrington, Conn. Has a reliable, quiet-running General Electric motor producing a powerful suction.

Costs only about one cent to run a whole hour.

This complete set of attachments included.

bag for soiled handkerchiefs or other small articles may be made of two handkerchiefs like the diagram, feather stitching them together all but part of the upper points. Sew lace beading and Larkin Val Lace around the top and run ribbon through to hang up by. When finished, the two top points hang over the sides. Train with crocheted balls.



## The Baby in a Crowded Home

By

*Mrs. Altha M. Hastings*

WE have read of children sleeping in the bath tub in congested districts of large cities, but there is no excuse for the baby of a Larkinite sleeping in such a bed. If there is no room in the home for a stationary bed or crib, there is for the Larkin Trundle Crib. Baby may sleep in it until quite a youngster, and the day naps may be taken out on the porch or on the outside of Mother's bed. When not in use, it may be folded and put under the bed.

It is often a real problem to city dwellers to know where to keep a baby carriage. In Larkin homes this problem is solved by the Allwin Collapsible Go-Cart for a young baby, or a Larkin Folding Sulky for one whose back is strong enough to sit up when riding.

When there is not a drawer, or closet, or trunk that may be spared for the wee baby clothes, the Bamboo Book-shelves with a curtain across the front, answer the purpose admirably, and occupy but very little space behind some door.

Where there is no room for a child's rocking chair a Larkin Footstool will be greatly appreciated by the little one who must have a low seat. This may be kept under a table when not in use. Children also like the long time popular India Seat.

All sorts of chests or closets may be made of Larkin Paper Packing Boxes by the handy man about the house. These have many advantages as they occupy but little space, are



# THE LARKIN IDEA

very economical and are easily carried from place to place.

Do not be discouraged if you do live in a tiny apartment when Babykins arrives, for where there's a will there's a way, and the Larkin Way is sure to be most practical, economical and satisfactory every time.



## A Suggestion about Milk of Magnesia

The valuable properties of Milk of Magnesia have become so universally recognized that this Larkin Product is now in constant use in the homes of thousands of Larkin Club-members.

We wish to suggest that those who plan to use this Product through the coming winter order their supply before the severe cold weather sets in. Milk of Magnesia freezes quite easily and it occasionally freezes while in the freight car or depot, causing the bottle to break.

Ordering it before the severe cold weather sets in will tend to avert this annoyance.

So if any of your Club-members order Milk of Magnesia within the next month or two, suggest that they add a couple of extra bottles for the winter supply.



## Entertains Winchester Larkin Club Friday

*Jacksonville Ill. Courier*

Mrs. Mack Young entertained the Winchester Larkin Club at her home on South Main street Friday afternoon. Mrs. Young was a member of the Club before she moved from Winchester to Jacksonville some time ago and this is the last meeting of the series. Following the business session delightful refreshments were served and the ladies enjoyed a pleasant social hour.

Those present from Winchester included Mrs. William Frost, Mrs. Giles Tankersley, Mrs. Charles Miliken, Mrs. Luther Coultas, Mrs. Edgar Gibbs and Mrs. Scott Gordon.

Guests of the club were Miss Lecie Tankersley, Miss Helen Frost, Miss Elizabeth Frost, and Miss Nelle Gibbs of Winchester, and Mrs. Wm. Graubner and son, George William, Mrs. Charles Sheppard and Mrs. J. R. Walters of Jacksonville.



## Ideal Xmas Gifts

"Mere man," with his numerous pockets, little appreciates what a handy, fashionable Hand-Bag or Wrist-Bag means to a woman. There's no Xmas gift that's more appreciated.

### Envelope Hand-Bag

**No. A710** GIVEN with a \$2 purchase of Products or for \$2 in Coupons.



A popular, stylish Bag made of fine Black Pebbled Leather. Strong finger-strap on back. Contains nickel-frame coin-purse, 3 inside pockets. Length, 7 in.

### Fashionable Wrist-Bag

**No. 5430** GIVEN with a \$7 purchase of Products or for \$7 in Coupons.



Genuine Black Morocco Leather. Lined with poplin. Very stylish. Has outside pocket and two inside pockets with coin-purse and mirror. Size, 9x6½ in.



# THE LARKIN IDEA

## Saving in Soap

(Buffalo Times.)

Soap is such a small item, apparently representing only a few cents' cost, that it hardly seems possible that the leakage on this item alone would run into many dollars during the year in the average household. Here is a list of common wastes of soap. Do they occur in your household?

1—Leaving a bar of soap in the bottom of a dish pan or scrub bucket while using these utensils. This does not soften the water any more than it needs, and the same effect can be obtained by beating the soap in the soap-shaker half a dozen times, and then laying it away. Permitting a bar of soap to remain in the water not only wastes that much soap, but it softens the soap so much that it can be used only a short time thereafter.

2—Buying soap in small quantities—two or three cakes at a time. Soap takes up little room, and as it is

regularly used every day, it pays to buy two or three dozen cakes at a time and keep them stored in a cool place. You are sure to save a few cents on such purchasing, and the total saving will mount up astonishingly.

3—Paying for soap according to size, not weight. It is easy to judge which soap is the best value, and for ordinary household purposes the best is a cake of small size—so that it can be held in the hand conveniently—but fairly heavy. The heavier the cake the longer it will last.

4—Using one kind of soap, or possibly two kinds, for all household purposes. As there are so many uses in the household for soap, and as these uses differ widely, it is easy to see where there is waste if only one or two kinds of soap are used. For example, some soaps being impregnated with turpentine or naphtha, are highly desirable for the cleansing of clothes. But naturally, they cost more than ordinary soap, and therefore should not be used except for their one special purpose.



## Resting After a Long Coast

"It's more than a mile over to Aunt Mary's but I was there and back before you could say 'Jack Robinson.'"

When it comes to doing errands for mother there's nothing like one of these fine Coaster Wagons."

Attractive red and black decorations.

## Roller-Bearing Coaster Wagon

No. L040

GIVEN with an \$8 purchase of Products or for \$8 in Coupons.

A strong, easy-running, roller-bearing Coaster Wagon made of well-seasoned hardwood, natural finish, varnished; decorated in red and black. Has

10-in. wheels with steel tires; steel hubs. Sides and ends removable. Length, 34 in.; width, 14 in.; height, 15½ in.



# Practical Gifts for Men

Whether it's for father or one of the boys, you can't find anywhere more sensible, useful gifts than in the Larkin Catalog. And you know that's the kind of Xmas gifts father and the boys most appreciate.

## Men's Wool-Lined Gloves

**No. J120** One Pair GIVEN with a \$4 purchase of Products or for \$4 in Coupons.



On biting cold mornings when a man starts for work—that's the time when he's glad to draw on these heavy wool-lined Gloves. Made of heavy black cape-stock, very durable. Sizes: 8, 9, 10 and 11.

## Men's Felt Slippers

**No. 875** One Pair GIVEN with a \$2.20 purchase of Products or for \$2.20 in Coupons.



When the long day's work is over, there's nothing like these easy-fitting black felt slippers for foot-comfort. They have felt soles and corduroy roll-edges. Sizes: 6 to 10, full-sizes.

## Star "Cru-Steel" Safety-Razor

**No. 84010** GIVEN with a \$2 purchase of Products or for \$2 in Coupons.

For years the word "Star" has stood for quality in Safety-Razors. This is a gift every man will appreciate.



## 24 Keen-Edge Blades Included

24 "Cru-Steel" blades with extremely sharp edges, in four nickel-plated containers are included. Razor and blades come in a good-looking velvet-lined box.

## Men's Solid-Gold Cuff-Links



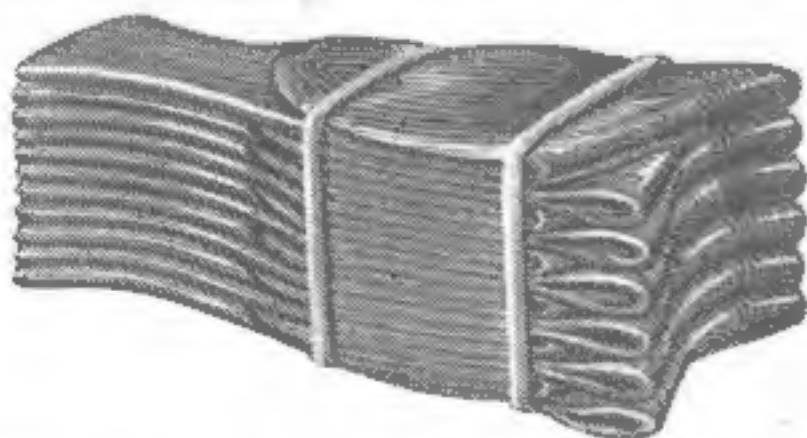
### No. A212A

One Pair GIVEN with a \$2.50 purchase of Products or for \$2.50 in Coupons.

Mailed, postpaid. 10-K. 'Solid-Gold Buttons. Roman finish.

## Men's Black Hose

**No. K210** Six Pairs GIVEN with a \$2 purchase of Products or for \$2 in Coupons.

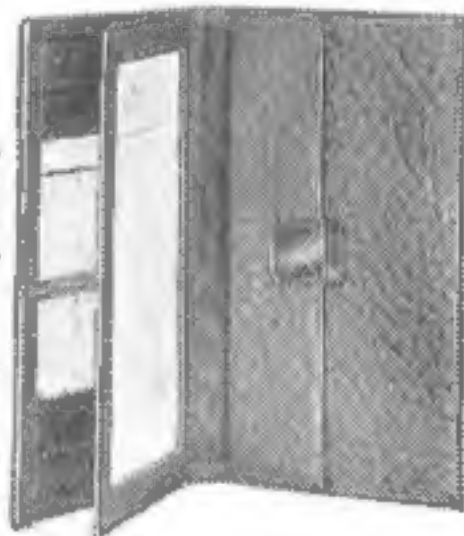


Three-thread Egyptian cotton yarn; soft finish. Black only. Sizes: 10 to 11 in half-sizes.

## Men's Pocketbook

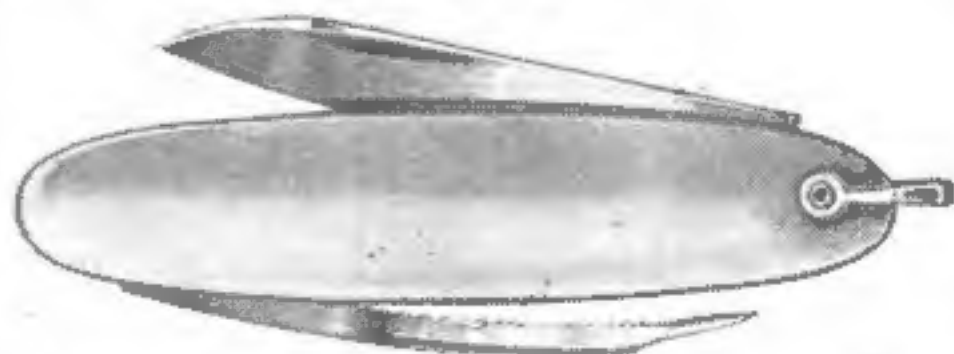
**No. Y110** GIVEN with a \$2 purchase of Products or for \$2 in Coupons.

Handsome letter-size Black Leather Pocketbook with large pockets for bills and letters. Size closed, 4 x 7 in.



## Gold-Plated Penknife

**No. 62010** GIVEN with a \$2 purchase of Products or for \$2 in Coupons. Mailed, postpaid.



Gold-plated, satin finish. Keen-cutting blade and nail-file.



## A New Larkin Product

The Regulation Service  
Uniform of the Women  
of the Food Administra-  
tion of the United States.

### House Dress No. 16

Price, \$2.50

Including  
Premium-value

Sizes:  
36-, 38-, 40-,  
42- and 44-in.  
Bust-measure

Now Ready  
for  
Delivery

Order  
Direct from  
this  
Advance  
Notice

Made exactly on the pattern specified by the  
Food Administration Board in Washington.

Worn as a dress or overall-apron. The double  
front is secured by a belt which buttons in back.  
When one front becomes soiled the other may be  
used.

Made of Blue Chambray with white linene collar  
and detachable cuffs. Large patch-pockets. Easily  
laundered as dress opens like a coat. Neat, prac-  
tical, serviceable. Add it to your next order.

